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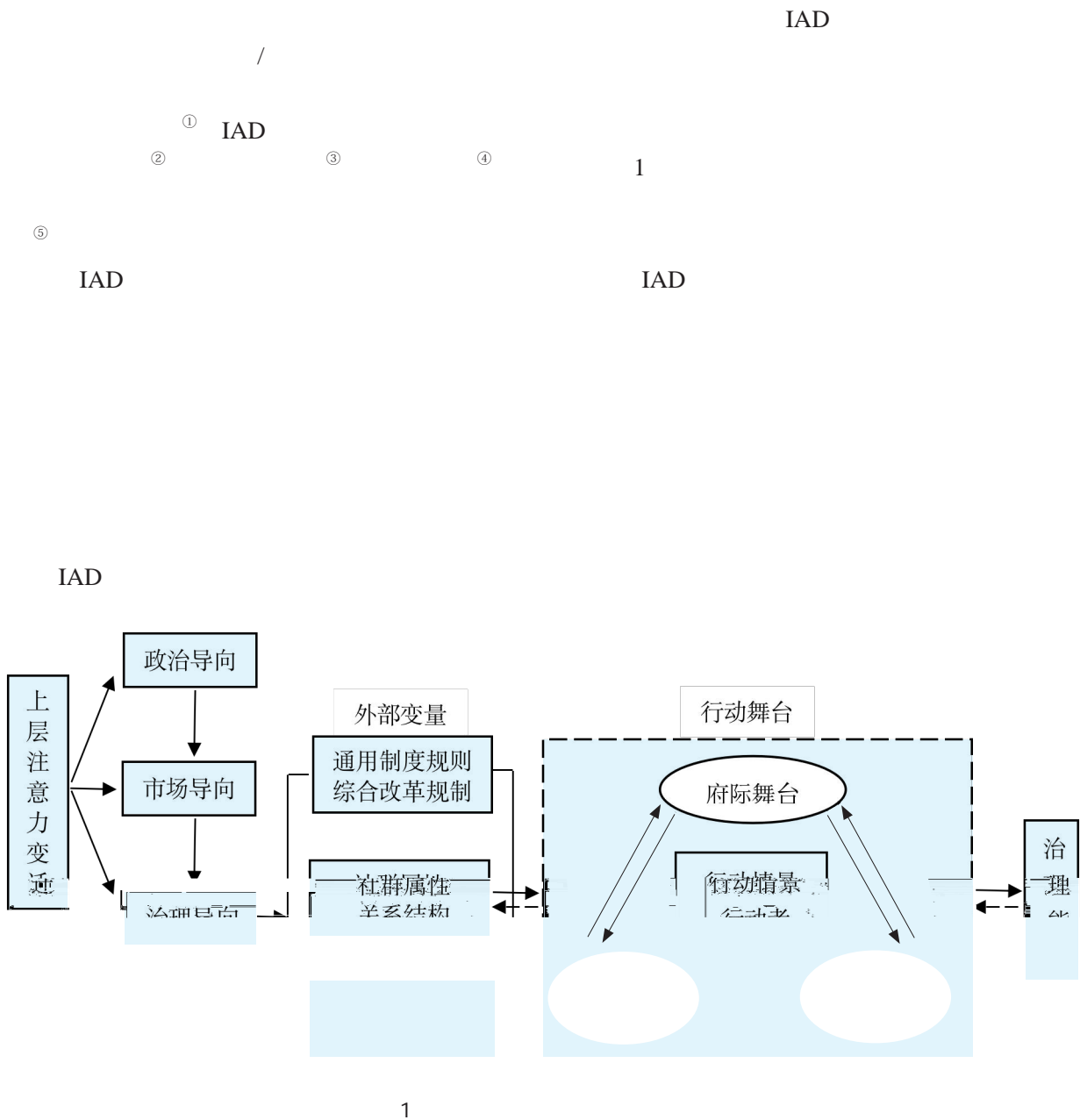
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Research on the Comprehensive Reform of China's Supply and Marketing Cooperatives in the New Era The Logic of Change and the Synchronous Field

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Abstract: Currently China's Supply and Marketing Cooperatives (SMC) that prioritize agricultural services are facing issues of repositioning and redevelopment. Based on the theme of "Where should SMCs go in the New Era" and by integrating the perspective of attention change and institutional analysis and development (IAD) framework, the article carries out a systematic review on SMCs' evolving path and change logic, followed by the analysis of SMCs' comprehensive reform field at the present stage. The research indicates that the SMCs in the new era shall follow the logic of attention change and thus exhibit the characteristic of a gradual change, given the temporal context in which the state calls for different roles of SMCs in rural construction in different periods. In the long run, SMCs shall grasp the internal logic of historical evolution, release the flexibility of being "four different" organizations, and serve the Party and national strategies. In the short term, under the guidance of governance attention, reform directions and measures could be explored from the perspectives of the national level as well as the supply and marketing system, with the aim to booster SMCs' comprehensive reform and their effective service to the rural revitalization strategy.

Key words: the New Era Supply and Marketing Cooperatives Comprehensive Reform Attention Change IAD Framework