Retraction

Retraction: Research on Problems and Countermeasures of University Campus Express Operation Management under the Background of Big Data (J. Phys.: Conf. Ser. 1852 022003)

Published 9 September 2022

This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

Retraction published: 9 September 2022

Content from this work may be used under the terms of the Creative Commons Attribution 3.0 licence. Any further distribution of this work must maintain attribution to the author(s) and the title of the work, journal citation and DOI.

Published under licence by IOP Publishing Ltd
Research on Problems and Countermeasures of University Campus Express Operation Management under the Background of Big Data

Na Wang¹,*
¹Xi’an Traffic Engineering Institute, Xi’an 710300, Shaanxi, China
*Corresponding author E-mail: wna320@tei.edu.cn

Abstract. In the context of the era of big data, college campus express has ushered in new development and opportunities. With the rapid development of Internet technology and e-commerce industry in the current era, the demand for online shopping of students, teachers and many staff in colleges and universities is also increasing. Online shopping has become a major way for students and teachers. While the e-commerce industry is developing rapidly, it also immediately drives the development of the express delivery service industry. The demand for express delivery services on college campuses is also increasing, and the express delivery service industry on college campuses is also ushering in new development and opportunities. But at the same time of rapid development, it also exposed the problems of many college campus express delivery. Under the current background, it is of practical significance to study the problems and countermeasures of campus express delivery in colleges and universities. This time, through on-site investigation, questionnaire survey, data analysis and other methods of various express delivery points on campus, we have in-depth understanding of various problems of campus express delivery. Under the current background, it is of practical significance to study the problems and countermeasures of campus express delivery in colleges and universities. This time, through on-site investigation, questionnaire survey, data analysis and other methods of various express delivery points on campus, we have in-depth understanding of various problems of campus express delivery. Based on the research and investigation, we have proposed solutions such as overall planning, merging sites, and innovative express delivery models. This field research survey provides new ideas for the innovation mechanism of college express delivery model, builds a high-quality express service site for college campuses, and provides some help for colleges and universities to coordinate the campus express industry.

Keywords: Big data, colleges and universities, campus express delivery, operation management

1. Introduction

In the context of the rapid development of the Internet and e-commerce industries, big data has brought major changes to people's lives, work styles, and business operation models, and even fundamentally changed the scientific research model [1]. Because the content and aspects of big data
are too extensive, there is no unified concept for the definition of big data at present. Big data is neither a product nor a technology, but a phenomenon that appears in the digital age. In the context of the big data era, there is the support of information technology and big data technology. Everyone in the Internet environment can enjoy targeted services, which perfectly takes advantage of the personalized and intelligent value of big data technology [2]. At this stage, the application of big data technology has provided a great boost to the informatization construction of universities. The current Internet has integrated various technical support including big data application technology, which can provide ideal education, learning, and management. The construction of the environment provides strong support. It can efficiently complete the collection, processing and application of data information, and make relatively accurate judgments about possible situations based on the results of data analysis [3].

In recent years, with the rapid development of Internet technology and e-commerce industry, people's consumption patterns have undergone tremendous changes. Online shopping has become the main consumption pattern of people. At the same time, the development of the express delivery industry has also ushered in a high-speed development [4]. In today's fast-paced living environment, people can save a lot of time through express delivery, such as online shopping, mailing letters and other items, and no longer need to wait for a long time. In the face of the huge consumer demand of all social workers, the express delivery industry is gradually growing. Save people a lot of time [5]. In such a huge express market, students from colleges and universities and various vocational colleges also account for a large part of this market. The development and construction of college campus express service industry has also become very important [6]. College campus express can greatly consider the teachers, students and school staff, bring fast, convenient and efficient services to teachers, students and school staff, and meet the service needs of teachers, students and school staff for the logistics industry [7].

In the context of the current era of big data, the development of the logistics industry has ushered in new developments and breakthroughs. After entering the era of big data, most logistics companies rely on breakthroughs in big data and Internet technology, and their own development has also produced huge changes. The rise of the e-commerce industry has caused tremendous changes in the current economic market. After merchants and consumers complete transactions through the Internet, they need to rely on efficient logistics companies to complete the delivery of goods in time. According to the analysis of data released by Alibaba Cloud, most of the teachers, students and school staff in all colleges and universities in my country have this frequent online shopping behavior [9]. At present, the number of students in colleges and universities in my country is as high as tens of millions. Coupled with numerous teaching posts, these people have become the main group of online shopping. While the e-commerce industry is developing so fast, it also stimulates the development of the express delivery industry, among which the representative of the more characteristic is the campus express delivery business in colleges and universities. College campus express delivery business is also an indispensable part of the current logistics industry, and the construction of college campus express delivery industry is also imminent [10].

2. Method

2.1 Improve the quality of express service personnel
Since most campus express staff in colleges and universities are work-study students, and the threshold of the express industry is not high, the overall professionalism of college express delivery is not high, so the quality of the express service on campus and the awareness of service are not strong. Therefore, we need to strengthen communication and coordination between staff and consumers. During their work, college campus express staff should appropriately improve their professionalism, train professionals, and abide by the high standards that consumers are God. There is also to strengthen the improvement and cultivation of communication skills. In the case of overtime delivery, consumers are likely to be unsatisfied with the delivery person. When the delivery person faces the
doubts of the consumer, if he cannot give a reasonable explanation and give a sincere apology to the consumer, this In this case, it is likely that consumers are dissatisfied with the service attitude of the distributor, and even reduce the points of the logistics company. It should standardize its work process. Secondly, it should strengthen its ability and efficiency to deal with problems. Then, improve its own service level, and promote the improvement of its service quality and service level through the service feedback form; finally, regular work summary, Through reflection, summing up the deficiencies, and continuously improving their own deficiencies, so that individuals and enterprises have better development and progress.

2.2 Adopt advanced technology led by schools
Since it is a college campus logistics express delivery, the construction of college campus logistics express service should rely on schools. The development of campus logistics express industry in colleges and universities cannot be separated from the support of the school. With the support of the school, the various resources of the school can be fully and effectively used. And the school-led campus logistics express service can fully mobilize the enthusiasm of various functional departments of the school. There is strong support for the management, operation and service of campus logistics express. In addition, the campus logistics express delivery service of colleges and universities must be guaranteed by advanced information technology. With sufficient technical support, it can solve the increasingly abundant logistics express demand of teachers and students. In daily life, the learning activities of teachers and students in colleges and universities are relatively heavy. Therefore, campus express services should be efficient and fast. This requires the use of advanced logistics express management systems, etc., and can also stagger the time for package delivery and notify teachers and students to pick up the package. Through reasonable time arrangement, the delivery of packages can be completed efficiently, relieve the pressure of delivery, and save the time for teachers and students to pick up packages.

2.3 Promote smart bins
The emergence of smart bins can help students, faculty, etc. to store parcels safely and reliably in a short time. Smart bins can also quickly solve many problems faced by teachers, students, faculty and staff in sending and receiving express delivery, and provide a lot of convenience for people. Therefore, college express companies should popularize smart express cabinets on campus and around the dormitory to facilitate everyone to send and receive express. The smart express cabinet can store the express delivery of school teachers and students within a certain period of time. All school teachers and students no longer need to pick up the goods within the specified time, and can choose to take the express delivery in their free time. The smart express cabinet also does not need to take up much space and spend too much labor cost, which is suitable for the use of teachers and students. And this measure has many advantages. For teachers and students: the security is greatly increased, the 24-hour service is available for pickup at any time, and their privacy is protected; from the courier side: no need to wait, reduce unnecessary communication, and increase Great delivery efficiency; for schools: reduce the site, be quiet and tidy, reduce accumulation, and improve the campus environment.

3. Experiment

3.1 Subject
The subject of this experiment was selected as a certain university, and a sample survey was conducted on that university. From the perspectives of students and teachers respectively, by extracting some teachers and students to conduct a questionnaire survey to understand whether teachers and students are satisfied with the school’s campus express delivery, what are the advantages and disadvantages, and finally collect the data, integrate the data, and analyze the current campus express delivery. The shortcomings are worthy of improvement, and what aspects need to be promoted. The survey was
conducted in the form of paper questionnaires. The students and teachers in the four grades from freshman to senior were sampled. There are 100 students in each grade and 100 teachers in total. The male to female ratio is 1:1. For 500 people. The conclusions drawn through data analysis provide appropriate suggestions for campus express, and provide new ideas and directions for the development of campus express. Make campus express delivery better, and at the same time allow teachers and students to enjoy professional services under the background of big data, and enhance the shopping experience of college teachers and students.

3.2 Experimental design
In this experiment, a paper questionnaire survey was used. The questionnaire was edited and distributed to all selected surveyors. A total of 500 questionnaires were distributed this time, and 500 were actually collected. The questionnaire investigated whether the campus express package was damaged, whether the item could be delivered in time, and the express service attitude. The collected questionnaires are processed and analyzed, and the current teachers and students’ views on the campus express industry are obtained by using statistics and comparison methods, and the development problems encountered by college campus express delivery in the context of big data are obtained. New breakthrough point of campus express delivery.

4. Results

![Figure 1](image1)

**Figure 1.** Are teachers and students satisfied with the current situation of campus express delivery?

![Figure 2](image2)

**Figure 2.** What are the main problems with campus express

From the data analysis in Figure 1, it can be seen that the current campus express delivery still has
major problems. Many students and teachers are not satisfied with the current campus express delivery status. Only a few teachers and students are satisfied with the current campus express delivery status. Most people think that the current campus express delivery is neither good nor bad. It is relatively satisfactory or average, but there are also some problems with taking express delivery. From the data in the figure, it can be seen that the campus express delivery industry cannot satisfy the majority of teachers and students in the express delivery industry. The demand for services needs to be improved.

From the data analysis in Figure 2, we can see that there are some specific problems in current campus express delivery. The main problems are that the parcels they pick up are damaged. There are too many people in the line to pick up the parcels, which causes a lot of waste of time. The most serious is that it cannot be delivered within the specified time, and there is a serious timeout problem. The existence of these problems has affected the experience of most members of colleges and universities for intramural express delivery, and these teachers and students have more opinions on express delivery. If the campus express industry wants to achieve greater development, it needs to overcome these problems and bring these teachers and students a better shopping experience, so that the campus express industry can take root in colleges and universities more steadily, and campus express business can also develop better.

Table 1. Are male and female students satisfied with the school delivery

| degree | satisfaction | good | general | Not satisfied |
|--------|--------------|------|---------|--------------|
| male   | 35           | 98   | 89      | 28           |
| Female | 26           | 49   | 67      | 108          |

Table 2. Freshmen to seniors are satisfied with the delivery on campus

| degree | satisfaction | good | general | Not satisfied |
|--------|--------------|------|---------|--------------|
| Freshman | 12           | 48   | 30      | 10           |
| Sophomore | 10           | 26   | 33      | 31           |
| Junior  | 7            | 23   | 41      | 29           |
| Senior year | 5            | 26   | 24      | 45           |

According to the data in the questionnaire survey in Table 1, there are gender differences in the degree to which schools are satisfied with intra-school express delivery between men and women. Boys are relatively satisfied with intra-school express delivery compared to girls. Only a few students in China are not satisfied with the express delivery on campus. There are many girls who are not satisfied with the school delivery. Therefore, gender will have very different levels of satisfaction with intra-school express delivery, which is also an important factor we have learned based on the results of this survey. Therefore, more consideration should be given to the ideas of some girls in the construction of the express delivery industry on campus, which will greatly help the construction and development of our campus express delivery industry.

According to the data from the questionnaire survey in Table 2, different grades also have different views on campus express delivery. The younger the grade, the higher the degree of satisfaction with intramural express delivery. As the grade increases, students' satisfaction with intramural express delivery is gradually decreasing. The longer the school students spend in school, the more problems exposed by campus express delivery, and the more dissatisfied with express delivery.

The logistics service of campus express can investigate the service needs of college students, and provide more targeted and personalized logistics services that meet the needs of universities. For example: Recruiting work and study positions, using student resources to provide "home delivery"
delivery services; improving the freight compensation mechanism, starting with improving after-sales service, to maximize the protection of the consumer rights of campus express users; you can also launch personalized Logistics packaging, providing a variety of personalized value-added logistics services, such as agency purchase, collection and delivery. As a service provider, campus express logistics services should innovate various personalized services from the perspective of college students as a unique large group, create unique campus express logistics, and improve the satisfaction of campus express logistics services.

5. Conclusion
In the context of the era of big data, the rapid development of the express delivery industry will generate huge amounts of data. Big data has also been widely used in express delivery companies. Every aspect of express delivery companies needs the support of big data. With big data Only by supporting express delivery companies can they be at the forefront of the times, adapt to the current fast-paced era, and adapt to the current market environment. And through the analysis of big data, to meet the increasing individual needs of customers, this has a very important strategic significance for the market competition of enterprises. Combining big data to deepen reforms, innovation will also have a profound impact on express companies in many aspects. For the entire express industry, it also helps to optimize the allocation of express resources and upgrade and transform the express industry. The future upgrade of the express delivery industry will require stronger data capabilities and faster logistics response. Through the stronger data capabilities of express delivery companies, the express delivery industry is driven to transform and upgrade. From now on, science and technology management should have standardized, structured and process-oriented data to promote continuous improvement of data; from a future perspective, future business development will promote the subversion of express delivery by future black technology. Through faster logistics response, micro data and big data are integrated in the express delivery field. Business data, quality data, efficiency data, cost data, service data and customer data are very important data. The existence of these data contributes to the rapid development of express delivery companies and is a strong guarantee for companies.

References
[1] Singh S, Yassine A. Big Data Mining of Energy Time Series for Behavioral Analytics and Energy Consumption Forecasting[J]. Energies, 2018, 11(2):452.
[2] Wang X, Zhang Y, Leung V C M, et al. D2D Big Data: Content Deliveries over Wireless Device-to-Device Sharing in Large Scale Mobile Networks[J]. IEEE Wireless Communications, 2018, 25(1):22-38.
[3] Christian N, Giuseppe P, Emiliano T, et al. A Cloud-Distributed GPU Architecture for Pattern Identification in Segmented Detectors Big-Data Surveys[J]. The Computer Journal, 2018(3):338-352.
[4] Yudong C, Yuejie C. Harnessing Structures in Big Data via Guaranteed Low-Rank Matrix Estimation[J]. IEEE Signal Processing Magazine, 2018, 35(4):14-31.
[5] Craik C, Wyatt Rollason T. Characteristics of students who enter occupational therapy education through the Universities and Colleges Admissions Service (UCAS) Clearing System[J]. Journal Für Die Rne Und Angewandte Mathematik, 2018, 60(1):m82–m84.
[6] Akpokiere R, Oyelekan O S, Olorundare A S. Development of a Computer Package on Organic Chemistry for Colleges of Education Students in Nigeria[J]. International Journal of Virtual and Personal Learning Environments, 2020, 10(1):36-50.
[7] Kang N, Zhao C, Li J, et al. A Hierarchical structure of key performance indicators for operation management and continuous improvement in production systems[J]. International Journal of Production Research, 2018, 54(21-22):6333-6350.
[8] Yap W K, Tan C L, Ching S L. An examination of operation room management at a Malaysian public hospital[J]. Global Business and Organizational Excellence, 2018, 37(3):33-42.
[9] Heidari M, Niknam T, Zare M, et al. Integrated battery model in cost-effective operation and load management of grid-connected smart nano-grid[J]. Renewable Power Generation, IET, 2019, 13(7):1123-1131.

[10] Qian P, Zhongqing Y U, Haiya W. Data Resource Management Platform of Paper-making Mill Equipment Operation based on Hadoop[J]. International Journal of Plant Engineering and Management, 2019, 24(01):46-53.