

进，以及社会迷信的继续，或是信仰文化的融合现象。

综上，汉代不同视觉艺术表现了动物形象的丰富性和广度性，整体艺术价值得到了进一步的升华，对于先秦而言拓宽了动物形象在艺术中的表现范围。从动物题材的呈现状态来看，汉代墓室艺术反映了人思想意识的觉醒和自由发挥，重视人生前的各种价值成就，并在死后也寄希望与生前享有同等的地位和荣誉。艺术中自然存在的动物形象反映了人的现实生活，多种奇幻神话动物形象则更多关联了宗教和信仰文化。

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### RISK ANALYSIS AND RESPONSE MEASURES FOR BELT AND ROAD INVESTMENT PROJECTS BASED ON PEST

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**Summary.** Promoting the construction of the Belt and Road is a major initiative of China's opening up to the outside world at a new stage of economic development, which is of great significance to both China and the countries along the Belt and Road. Taking investment projects along the Belt and Road as an example, this paper explains the current situation of investment projects along the Belt and Road, analyses the risks of Belt and Road investment projects through PEST tools, and also proposes some countermeasures to these project risks.

Status of investment projects along the Belt and Road. China's outbound investment and “One Belt, One Road” construction are remarkable. By the end of 2019, more than 27,500 Chinese domestic investors had set up 44,000 outward foreign direct investment enterprises in 188 countries (regions) around the world, with more than 80 % of the world's countries (regions) having Chinese investment and contracting business, and the total assets of overseas enterprises amounting to US\$7.2 trillion at the end of 2019. More than 10,000 outbound enterprises have been established in countries along the “Belt and Road”, with an investment stock of US\$179.5 billion at the end of 2019. Overall, outbound investment and contracted projects have achieved good development impact and results, not only creating development opportunities for enterprises, increasing revenue and boosting China's exports of goods and equipment, but also improving infrastructure and connectivity conditions in host countries, increasing tax revenue, expanding employment and promoting local economic development.

Political risks. Political risk refers to risks associated with the host government, including currency non-convertibility and remittance restrictions, expropriation (including nationalisation and progressive expropriation, indirect expropriation), contractual breaches, war and civil unrest, and non-performance of the host government's financial obligations. Both the Multilateral Investment Guarantee Agency (MIGA) and China Export and Credit Insurance Corporation (Sinosure), part of the World Bank Group, provide political risk insurance and credit enhancement products to support overseas investments by Chinese companies and banks.

Due to differences in geography, culture, politics and social development, the political risks of countries along the Belt and Road are different. In Pakistan and Afghanistan in South Asia, terrorism is a serious threat to the region's security, political factions are fierce, the government's ability to

govern is constrained, political stability is lacking, and there are conflicts between countries for territorial, religious and ethnic reasons. India, on the other hand, is more stable but has a wide range of domestic political forces, uneven development and more acute internal conflicts. The situation in Southeast Asia has remained basically stable, but is under pressure from political and economic development transitions, and uncertainties have increased. The Central Asian region has remained generally stable in recent years, with religious extremism and terrorism being the greatest threats. The uncertainty in West Asia continues unabated, and the future development trend remains uncertain.

**Economic risks.** Countries along the Belt and Road have different levels of economic development: South Asian countries generally face problems such as slow economic growth, severe infrastructure shortage, energy shortage, currency weakness and high inflationary pressure. Most of the Southeast Asian countries have a single economic structure, with weak endogenous dynamics, and are overly dependent on foreign investment, making them less resilient to external shocks. For example, every time the Federal Reserve releases a "quantitative easing" signal, it will trigger volatility in the stock and currency markets of other countries, including the Belt and Road countries.

**Social risks.** The outbreak of the New Crown epidemic in 2020 and its global spread have resulted in countries taking control measures, stopping non-essential production and business activities, restricting the entry of foreigners and reducing flights, which has greatly affected and delayed the development of many outbound investment projects, as well as making it difficult for many ongoing projects to start and resume work and facing the risk of default. However, China's outbound investment and contracting business will still be greatly affected.

**Technical risks.** The recognition of technical standards in countries along the Belt and Road differs from that in China, and different projects have different requirements for the implementation of specifications.

In Belt and Road projects, there may be problems with acceptance due to differences in technical standards between the two sides. At the same time the geographical environment of some countries determines problems such as high construction difficulties and high construction costs. During the project implementation, there may also be situations involving design changes or disagreements between the two sides, which poses a major problem for the smooth implementation of the project.

Strategies for dealing with project risks:

1. Reducing the impact of exchange rate fluctuations.
2. Optimising asset allocation.
3. Explore the establishment of a new financing model.
4. Matching international standards and improving technology.

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### 识别和管理企业的竞争优势（以亚马逊为例）

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**Summary.** Amazon company introduction, the concept of competitive theory, competitiveness, competitive advantage, and how to manage amazon's competitive advantage, analyze the amazon current situation, through the SWOT model.

亚马逊（英文名称：Amazon），是一家总部位于美国西雅图的跨国电子商务公司，成立于 1995 年，27 年时间里，已经成为全球商品品类最多的网上零售商和全球互联网企。

亚马逊和其他卖家提供数百万种独特的全新、翻新及二手商品，类别包括图书、影视、音乐和游戏、数码下载、电子和电脑、家居和园艺用品、玩具、婴幼儿用品、杂货、服