

On the basis of the above psychological analysis of accounting fraud, through the evolutionary game model, the game situation between supervision and fraud is obtained, as shown in Figure 1.

The results in Figure 1 show that based on the analysis of corporate fraud behavior, the equilibrium point of mixed strategy can resist the disturbance of system mutation and has good stability.

Conclusions: The appearance of the accounting fraud is the product of the development of market economy to a certain stage. It is a long way to put an end to the fraud. This process requires the joint supervision of the enterprise internal and social, so as to form various pressures on the accounting behavior of enterprises, and to let the accountants revere in front of the laws and regulations, and thus give up the fraud. Only by constantly innovating the way of operation, respecting the law of market development and changing, and gaining a firm foothold in the rapidly developing market, can an enterprise give a satisfactory financial answer to the society, which is the fundamental way for the survival and development of enterprises in the future.

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OPTIMIZATION OF HUMAN RESOURCE MANAGEMENT MODEL BASED ON SOCIAL PSYCHOLOGY

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Background: In the normal operation of enterprises, the need for internal staff to carry out scientific and effective management, in order to ensure that enterprises always maintain positive vitality. In the human resources management, the method has the diversity, the enterprise must act according to own development the actual situation, formulates the characteristic management policy. With the development of market economy, social psychology is widely used in talent management and plays an irreplaceable role. A large number of theoretical research and practice show that people's enthusiasm has a significant impact on improving work efficiency and effectiveness. Therefore, many scholars and entrepreneurs pay more and more attention to the study and research of social psychology, and apply the results of study or research to the practice of enterprise management, especially to the human resource management, which makes the enterprise's human resource management more effective.

Objective: On the premise of discussing the application of social psychology, this paper analyzes how to maximize the role of social psychology in talent management.

Subjects and methods: Design questionnaire survey, statistics of the reasons for different occupations, a total of 200 questionnaires, 179 questionnaires back. Based on the analysis of the reasons for the turnover of employees of different occupations, this paper applies social psychology to the planning and application of human resources management in enterprises.

Results: The questionnaire found that 53.9 per cent of those who left the company did not meet their pay and benefits, 37.6 per cent did so because of communication, 4.8 per cent because of the separation and 3.7 per cent because of other reasons. According to the results of the questionnaire, we designed the optimization strategy of human resource management model based on social psychology.

(1) Satisfy the different needs of talents reasonably. From the point of view of social psychology, whether an enterprise can succeed or not depends on the close relationship between the enterprise and every employee. If the enterprise can try its best to meet the various needs of employees, then employees will try their best to meet the needs of enterprise development. A survey of the reasons for resignation shows that each employee's needs and motives are different, and the enterprise must understand the different needs of each employee and try to meet them, and create an environment that can meet the higher level needs, so as to enhance the loyalty and satisfaction of employees and promote the harmonious development of employment relations.

(2) Strengthen communication and improve interpersonal relationships. Social psychology holds that interpersonal relationship refers to the psychological relationship between people which is affected by the

main personality characteristics and changes with satisfaction and dissatisfaction. Different interpersonal relationships will lead to different emotional experiences and affect people's behavior and work attitude. There are two kinds of relations in the enterprise: employee and manager, employee and employee. Among them, the relationship between employees and managers can affect the personnel system most, and the key to improve the relationship between managers. Therefore, managers should communicate with their employees, understand their needs and motivations, and take appropriate incentive measures. It is proved that only by enhancing the cohesion, improving the interpersonal relationship, communicating and cooperating timely and effectively, and creating a good psychological atmosphere, can the overall efficiency of the organization be further improved.

(3) Applying the incentive mechanism. In social psychology, motivation mechanism reflects the interaction of motivation subject and motivation object through a set of rational system, so as to motivate staff and achieve organizational goals. The enthusiasm of employees in the organization directly affects the work performance, and motivation is the best way to improve the enthusiasm of employees. Motivation must be based on needs and motivation. Human's need is a kind of complex subjective state, these needs cause various motive, the motive dominates the behavior. After applying the optimization strategy of enterprise human resource management based on social psychology, this paper investigates the turnover rate before and after the application of enterprise, the concrete result is shown in Figure 1.

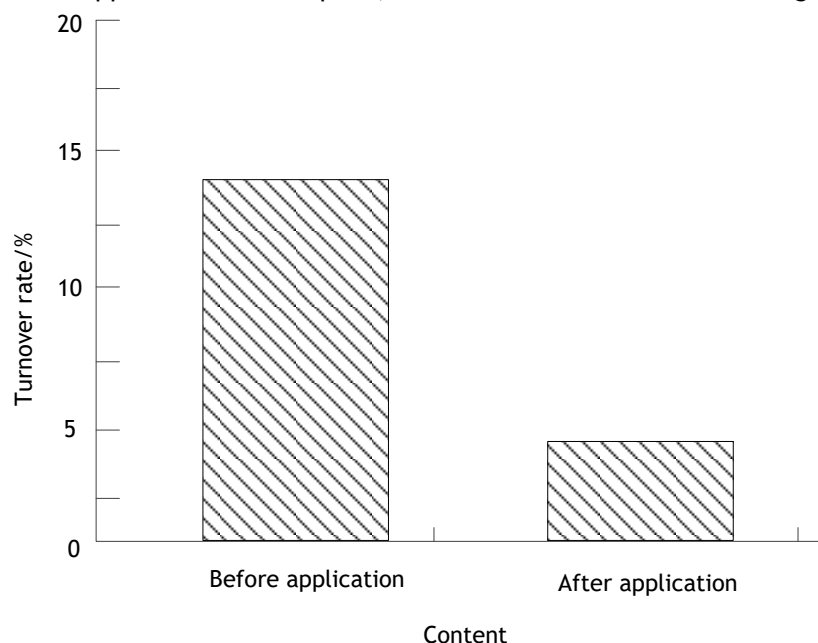


Figure 1. Turnover rate before and after applying the human resource management model based on social psychology.

It can be seen from Figure 1 that after applying the optimization strategy of human resource management model based on social psychology, the turnover rate of enterprises decreases obviously.

Conclusions: In an era of fierce competition for talents, only by skillfully applying the theories and viewpoints of social psychology to human resource management and development can enterprises select excellent and suitable employees, so as to achieve the goal of attracting and retaining talents and promoting the development of enterprises.

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VALUE OF PSYCHOLOGICAL INTERVENTION IN THE CLINICAL DIAGNOSIS OF PELVIC FLOOR DYSFUNCTION

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Background: Pelvic floor dysfunction disease (PFD) is a common and underrecognized disease. Chronic diseases are mainly caused by the damage or defect of pelvic floor supporting structure, including stress