

common (all greater than 0.8), indicating that most of the information of the eight variables can be advanced by the factor, that is to say, the results of this factor analysis are effective.

Conclusions: Each hypothesis is verified and analyzed by structural equation and factor analysis. The results show that commitment and trust, alliance expectation, relationship capital, benefit sharing and market structure, market competition, policies and regulations are closely related to the stability of agricultural products supply chain. Compared with the pre-assumption model, the final model is basically consistent with the expected path relationship between the other elements except that the relationship between technical support and agricultural product supply chain stability path relationship is not significant and commitment and trust, alliance expectations, relationship capital, benefit sharing have reached a very significant level.

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EFFECT OF POSITIVE PSYCHOLOGY COUNSELING ON ALLEVIATING THE STUDY PRESSURE OF COLLEGE STUDENTS

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Background: Nowadays, under the pressure of a long-term academic burden, college students have great study pressure, which leads to a mental state of exhaustion, apathy and a low sense of achievement. Study pressure exists widely in the learning process of college students. In severe cases, it will also be accompanied by emotional exhaustion, sleep disorders, interpersonal withdrawal, Internet addiction and other psychological disorders. Learning pressure will not only lead to the decline of students' learning efficiency, the breeding of weariness, the decline of self-efficacy and other problems, but also have a negative effect on the personality growth and self-evaluation of college students can not be ignored.

In the process of human evolution, there are a large number of "positive genes", so people are born with positive psychological potential. At the same time, the experiment of clinical psychology and management proves that positive psychological counseling can also effectively relieve the study pressure of college students and help them improve their psychological quality and life quality.

Objective: In the case of study pressure, college students can take the initiative to seek help. To conduct self-counseling through self-study of positive psychology or to seek positive psychological counseling from counselors. These positive hints will promote college students to have better self-evaluation, thereby reducing learning pressure, forming a good self-concept and correct values, forming a virtuous cycle. Therefore, positive psychology plays a crucial role in alleviating the study pressure of college students. It can encourage college students to clarify their learning goals, adjust their cognition and treat learning problems with rational thinking.

Subjects and methods: Positive psychology can effectively alleviate college students' study pressure, help college students practice correct study view and knowledge subject status, and improve their comprehensive application ability. Optimistic attitude, self-control ability, perseverance and other positive forces are the core elements to resist the pressure of learning. This article mainly carries on the investigation analysis of positive psychological tutoring regarding improves university students' point of view, control ability, the three aspects of influence. Through the way of sending out questionnaires, statistical analysis of positive psychology to alleviate college students' learning pressure.

Study design: Stratified cluster random sampling method was used to investigate 500 college students in our city. Random sampling of the city's 3 universities, each grade randomly selected 1 major, a total of 12 professional students to carry out a questionnaire survey, a total of 500 473 recovered, the number of effective copies 457.

Methods: Statistical analysis of positive psychology counseling on the study pressure relief of college students in our city using Excel.

Results: The positive psychological counseling plays an important role in alleviating the study pressure of college students. After the positive psychological counseling, the study anxiety of college students has a significant downward trend, and they have a good positive learning mentality and the consciousness of facing setbacks.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 college students take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. The influence of positive psychological counseling on alleviating the study pressure of college students.

Factors	Optimism	Ability to control	Tenacity
A university	4	3	3
B university	4	3	4
C university	3	4	4

Conclusions: The most important social support groups for college students are teachers and parents. They subjectively feel that the teachers' unconditional support, understanding, appreciation, love and other emotional experiences are very helpful to relieve the study pressure. The "Pygmalion Effect" in psychology proves that the expectation and evaluation of educators on students will directly affect the physical and mental development of students. Positive psychological guidance can reduce college students' anxiety and pressure on learning, improve their learning motivation, identify the norms and requirements of learning, explore positive factors to take the initiative to learn and overcome difficulties. At the same time, when college students encounter learning pressure problems, they will also use a positive way to vent, correct attribution, take the initiative to ask for help, seek psychological balance and other methods. It is also very important to consciously play the role of social positive support.

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ROLE OF SOCIAL PSYCHOLOGY IN HUMAN RESOURCE MANAGEMENT

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Background: The development of modern productivity, more and more advanced science and technology, more and more sophisticated divisions of labor, more and more professional level, the degree of organization is increasingly complex. Under such circumstances, how to effectively manage the organization, mobilize people's enthusiasm, coordinate the activities among the members of the organization, to achieve the desired objectives of the organization, more and more business managers. Therefore, in the process of modern enterprise management, more and more people use the knowledge and principles of social psychology to fully integrate the human resources of enterprises.

With the rapid development of science and technology in modern society, personal factors are particularly prominent. How to do well in the development of human resources has become the most important issue in the world competition. How to improve the theoretical basis of human resources development and its management countermeasures has also become one of the major issues of psychological science and management science research. In addition, the rapid progress of science and technology and frequent social changes make the development of management science itself also require psychological research to provide people with the impetus to adapt to these advances and changes, which requires us to study human resource management psychology from a new perspective. The emergence of positive psychology provides managers with a tool to solve the above problems by applying the principles of positive psychology to the development of human resources.

Objective: In the normal operation of enterprises, it is necessary to carry out scientific and effective management of internal staff in order to ensure that enterprises always maintain positive vitality. In human resources management, the method has the multiplicity, the multiplicity. According to the current situation of their own development, enterprises should formulate characteristic management guidelines. With the development of market economy, social psychology is widely used in talent management, and plays an irreplaceable role.