

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.

Subjects and methods: It is found that the employees who receive positive psychological cues will be more positive and active in their work performance, and their own abilities will be improved. Thus, in the enterprise human resources management process needs to pay attention to the use of social psychology, especially positive psychology. Positive psychology plays a vital role in the development and management of human resources. Based on the four factors of positive psychology, this paper mainly from the positive psychology of work emotion, personality characteristics, health state, work experience four aspects of research. Six large, medium and small enterprises in the city were chosen as the subjects of the study, and questionnaires were distributed to their employees to calculate their work efficiency and impact on enterprise development under different positive mental states.

Study design: A total of 500 employees from six companies were asked to complete the questionnaire at one time. The time for each person to complete the questionnaire was about 15 to 20 minutes. A total of 500 issued, 490 recovered, the number of effective copies of 479.

Methods: Using Excel to Count the Employee's Development in Different Positive Mental State

Results: Employees in different positive attitude will enhance the overall development of the company's capacity. In terms of human resources management, the more positive psychological construction of employees, the greater the effectiveness. Employees' positive work mood, experience, personal health and personality all play a decisive role in the development of the enterprise.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 500 employees shall be rounded off and the result shall be determined by means of average. The specific statistical table is shown in Table 1.

Table 1. Influence of Different Positive Psychology of Employees on Enterprise Development.

Factor	Work Enthusiasm	Personality Trait	Health State	Work Experience
Large Enterprises	4	4	3	3
Medium-sized Enterprise	4	3	3	4
Small Enterprise	4	3	3	4

Conclusions: In the process of industrialization to modernization, the role of people is more and more important, so how to know a person, how to maximize the ability of a person, managers should constantly think. People-centered and application-oriented social psychology research provides extensive and scientific theoretical support for managers to realize the optimal management of employees. Therefore, managers should be fully aware of the importance of social psychology for human resources management, and continue to choose the appropriate social psychology results to maintain and innovate.

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PSYCHOLOGICAL INCENTIVE METHOD OF IMPROVING EMPLOYEE MOTIVATION UNDER THE BACKGROUND OF MODERN ENTERPRISE MANAGEMENT

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Background: Along with the development of the social economies, the environment of market economic enterprise structure constantly adjusts and changes, contemporary society. Human resources have become an important subject of enterprise development, the innovation of information technology and change is at an unprecedented rate changing the structure of the organization, the competition between the enterprises in the final analysis is the talent competition. In the process of development, the enterprise is always committed to motivating the maximum potential of employees and realizing the reasonable allocation of resources in all aspects of enterprise operation and management. To give full play to the role of employees