

Political Reform and Practice of PSCP Mode in PE Curriculum in Colleges and Universities” NO.2021XJJG022.

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THE EFFECT OF SUPPLY-SIDE STRUCTURAL REFORM IN PROMOTING THE VIRTUAL ECONOMY TO SERVE THE REAL ECONOMY—AN EMPIRICAL ANALYSIS BASED ON THE THEORY OF CONSUMER PSYCHOLOGY

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Background: After the reform and opening up, China’s economy began to develop, especially after the 1990s, the shortage of material supply in China gradually improved. Affected by the US financial crisis in 2008, China’s national economic growth slowed down and began to enter a new round of adjustment cycle. After 2011, China’s economy began to grow slowly and entered the new normal of rapid growth. At this time, the national economy gradually developed. While getting material satisfaction, people began to pursue psychological and spiritual satisfaction. The consumption mode has changed from daily demand consumption to psychological demand consumption. Consumer psychology is becoming increasingly prominent in the current economic development. In this economic context, national demand seems to have become a restrictive factor in China’s economic growth. For a long time, China has been inclined to use Keynesian demand management to guide China’s economic development, but this is no longer suitable for the current new economic normal. Based on the theory of consumer psychology, it can be recognized that China’s economic development is still in a superficial state of insufficient demand, covering up the essence of the imbalance between supply and demand. Whether the supply can meet the needs of consumers needs to be paid enough attention at this stage. Consumer psychological demand can guide market supply, and market supply can stimulate consumer psychological demand. Aggregate supply and aggregate demand are two important factors in economic development. The two factors complement each other and are indispensable. In order to adapt to the new trend of China’s economic development, only when the total supply and demand play their own role can we ensure the sustainability of China’s economic development.

At present, new technologies represented by the Internet, big data, cloud computing and artificial intelligence are deeply integrated with the real economy. While transforming the traditional economy, it also gave birth to a new real economy. With the deepening of the supply side structural reform, the traditional business philosophy, marketing mode and service mode of the real economy have been unable to meet the needs of economic development. We should comply with the trend, actively adapt to the new changes in economic development, and actively explore transformation and upgrading. Under the supply side structural reform, we should improve the supply constraints through the government’s macro-control, stimulate the consumer demand with the virtual economy service and the real economy, and meet the consumer psychology, so as to make the supply side structural reform achieve good results in promoting the virtual economy to serve the real economy.

Objective: The new real economy represented by “Internet +” takes innovation as its important driving force. Under the guidance of the new round of technological revolution, new technologies represented by big data, cloud computing, and artificial intelligence are transforming and upgrading traditional industries while transforming and upgrading traditional industries. It has also promoted the development of the physical industry in the direction of mobility, intelligence, and data, and has become a new trend of technological development. Make traditional industries have more resources for industrial innovation, establish links between products and consumers, and guide consumers to consume while considering consumers’ needs. Therefore, analyzing the theory of consumer psychology and obtaining specific practical results can effectively speed up the mechanism construction, product and service innovation capacity construction of enterprises, enhance the ability of sustainable development, drive their own industrial development and improve the competitiveness of enterprises while stimulating consumer demand.

Subjects and methods: Supply-side structural reforms can effectively promote virtual economy services and the real economy. This shows that the effective effects of supply-side structural reforms can be specifically studied through the theory of consumer psychology. Six large, medium and small enterprises are selected as the research objects, and questionnaires are issued to their employees to calculate the effect of supply-side structural reforms in promoting the virtual economy to serve the real economy.

Study design: A questionnaire was issued to a total of 500 employees in six companies, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 487 copies were recovered, and

the number of valid copies was 461.

Methods: Use Excel to calculate the supply-side structural reform to promote the effect of the virtual economy in serving the real economy.

Results: Under the theory of consumer psychology, supply-side structural reforms can effectively promote the development of the virtual economy of enterprises, thereby driving the development of the real economy of enterprises. Consumer psychology can improve the effective analysis of the status quo of enterprises after undergoing supply-side structural reforms.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 employees' evaluation values and take the average, and the results are determined by rounding off. The specific statistics table is shown in Table 1.

Table 1. The effect of supply-side structural reforms in promoting the virtual economy to serve the real economy.

Factor	Improve corporate efficiency	Create a good working atmosphere	Promote transformation and upgrading	Introduce professionals
Large enterprise	4	3	4	3
Medium-sized enterprise	3	4	3	4
Small companies	3	3	3	3

Conclusions: The two economic forms of virtual economy and real economy constitute the new pattern of the modern economic system. The changes in the economic virtualization trend, from many appearances, the virtual economy and the real economy seem to have been separated, and the virtual economy is getting farther and farther away from the real economy in terms of scale and growth rate, and has increasingly become a relatively independent field of economic activity. From the perspective of total supply, changes in the input of production factors (capital, labor) and the efficiency of the combination of factors (total factor productivity) will change the economic output, which is consistent with the theory of consumer psychology. At the same time, the theory of consumer psychology also believes that business cycle fluctuations are a direct manifestation of the contradiction between supply and demand. The existing supply cannot meet the psychological needs of consumers at this stage, resulting in the current economic reality of China is the mismatch between supply and demand. Only by adhering to the supply side structural reform of total supply and total demand can China's economic operation be on track, adapt to the development trend of the times, meet the theory of consumer psychology, and promote the development of China's virtual economic services and real economy.

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THE EVALUATION METHOD OF HIGH-LEVEL PROFESSIONALS IN HIGHER VOCATIONAL COLLEGES BASED ON THE FUZZY OPTIMAL MODEL FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the study of human learning, the effects of educational intervention, teaching psychology, and the social psychology of school organization in an educational context. The focus of educational psychology is to apply the theories or research findings of psychology to education. Educational psychology is a science that studies the basic psychological laws of middle school and teaching in the educational and teaching context. It mainly studies the psychological process of the interaction of teaching and learning between teachers and students in the educational and teaching context, and the