

569 effective copies were obtained.

Methods: Using Excel statistics “positive psychology” under the concept of the implementation of higher vocational medical students mental training new project results.

Results: Higher vocational colleges should carry out the practice of mental health education in the principle of content orientation and various forms, and strive to build a more practical platform for students’ mental health. For a small number of students with psychological problems, we should take active measures to effectively intervene in order to improve their psychological adaptability. Cultivating the excellent quality of college students can not only help college students to set up strong self- confidence, but also set an example for them to improve their psychological state and form healthy and positive personality. The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. The Effect of carrying out the project of cultivating new talents for medical students in higher vocational colleges under the concept of positive psychology.

Factor	Mental health education and practical activities	Scientific and rational goal of mental health education	Cultivate excellent qualities of college students
Student	4	4	4

Conclusions: Positive psychology is the basis and premise of establishing health education model in higher vocational colleges. Through scientific application, we can change teaching concept and enhance teaching model. From the perspective of positive psychology, college and psychology teachers should be able to effectively promote the thinking and practice of the project by fully understanding positive psychology, setting up scientific positive psychology courses, optimizing the campus atmosphere and changing the way of teacher-student relationship.

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ON HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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Background: Nowadays, the management and development of human resources in enterprises has gradually become a topic of concern to psychologists and entrepreneurs. In an enterprise, the enthusiasm of employees has a great impact on the efficiency of work. More and more entrepreneurs and management psychology researchers have done profound research and discussion on this issue. Therefore, it is put forward that whether the management psychology plays an important role in human resource management and development from the perspective of management psychology. Management psychology is a discipline that regards the development of human psychology, behavioral phenomena and psychological process as the object of study, and it is a subordinate structure of industrial psychology. In modern management science, management psychology is defined as “people-oriented” model, the key is the “people-oriented” concept of the management model, which is different from other psychological disciplines. As a part of modern productive forces, management psychology is inseparable between socialized mass production and production technology, with the progress and innovation of science and technology. The bourgeoisie has put forward new management theories and methods, thus improving the interpersonal relationship caused by contradictions in the relations of production. Therefore, the emergence of management psychology plays a vital role in solving the contradictions between the parties of social relations of production. The emergence of this new management model theory has laid a theoretical foundation for psychology. Under certain conditions, in order to improve efficiency to arouse people’s enthusiasm, the quality of work is improved on the basis of improving structure and efficiency, and the development of management level is also improved through the improvement of work efficiency to achieve the final win-win effect. There are two main tasks of management psychology, one is to improve the work efficiency of enterprises and staff, the other is to train and train the staff psychologically. Only by grasping the individual’s psychological activities and their demands, can we make relevant policies and methods in management, so as to improve the efficiency of employees and productivity. Only by grasping and absorbing the subject knowledge, can we apply it to our

work, which has positive effect on improving our work enthusiasm and interpersonal relationship.

From the above, management psychology can solve the productivity problem of individual and team by adjusting interpersonal relationship and enhancing team cohesion. Through the exertion of the function of management psychology, the plan and arrangement of one's own life will be clearer, the psychological law in management will be grasped, the personnel of an organization will be reasonably and effectively allocated, the overall efficiency of an enterprise will be more efficient and quickly, and the meaning created by one will be embodied in the overall flow.

Objective: With the rapid development of the world economy, management psychology has not only made a great contribution to the field of psychology, but also played a great role in human resource management. Enterprise human resource management and development has become a topic of concern in various fields, which shows that management psychology plays a unique role in modern economic competition.

Subjects and methods: Under the background of management psychology, this paper studies the management and development of human resources from three aspects: the application of management psychology to talent selection, the application of talent in line with the post and the application of talent retention.

Study design: Questionnaires were distributed to 600 employees. All the three companies selected 200 employees to test. The questionnaire was required to be completed once for all. Each person filled in the questionnaire for about 20 to 30 minutes. A total of 600 issued, 587 recovered, the number of effective copies of 576.

Methods: Using Excel statistical management psychology in the development and application of human resources in enterprises.

Results: From the perspective of management psychology, by setting up different posts, enterprises can improve the overall quality of each employee in the team, and then enhance the overall image of enterprises. Through the psychological quality and physiological requirements of employees, strengthen communication with employees, in the actual work of the relevant content of training and learning, will further grasp the physical and mental quality of employees, and gradually adapt to the needs of the job, the space for personal development has played a positive role. Understand the real needs of employees and try to meet, staff loyalty to the enterprise and work enthusiasm will be increased, while staff will also meet the needs of enterprise development.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to the average of 200 employees per company. The statistical table is shown in Table 1.

Table 1. Application of management psychology in human resources development in enterprises.

Factor	Talent selection	Qualified Personnel and Posts	Talent retention
Enterprise A	3	4	4
Enterprise B	4	3	3
Enterprise C	3	4	3

Conclusions: Through the study and discussion of the concept of management psychology and the role of management and development of human resources in enterprises, management psychology plays a vital role in the selection and employment of human resources. Especially in this era of fierce competition, enterprises should carry out more effective management of human resources development through various aspects, understand management psychology, and really apply it to human resources development of enterprises. Only by using management psychology to develop and cultivate talents, can enterprises have the power of progress.

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THEORETICAL AND PRACTICAL RESEARCH ON COLLEGE INTERVENTION IN INHERITING INTANGIBLE CULTURAL HERITAGE UNDER EDUCATIONAL