

advantage resources in the future development of enterprises. The knowledge and skills of employees are the main sources for enterprises to obtain sustainable competitive advantages. For enterprises and their managers, they want their employees to achieve not only the standard performance, but also the additional performance of innovation work. Therefore, to take measures to stimulate employee's creativity and innovation will to improve employee's innovation performance has become an important topic for more and more managers.

**Subjects and methods:** This article mainly carried on the investigation analysis from the positive psychology enterprise achievements innovation to the economic development influence. By sending out questionnaires, the effect of positive psychology on enterprise development is analyzed statistically.

**Study design:** Stratified cluster random sampling method was used to investigate 600 employees of different ages and genders in different types of enterprises. Three enterprises were randomly selected 200 people of each to conduct a questionnaire survey, a total of 600 questionnaires, 584 recovered, the number of effective copies of 571.

**Methods:** Three enterprises were randomly selected 200 people of each to conduct a questionnaire survey, a total of 600 questionnaires, 584 recovered, the number of effective copies of 571.

**Results:** Positive mental capital is a kind of positive mental state, which mainly includes optimistic, cheerful, full of hope, perseverance and self-efficacy in 4 aspects. Knowledge is the cornerstone of innovation, but all valuable innovation can be realized through knowledge exchange, accumulation and application, and knowledge sharing behavior can bring about the improvement of employees' innovation performance. Knowledge sharing leads to the potential risk of individual losing competitive advantage, while employees with strong psychological capital are willing to share their experiences and skills with others, and ultimately bring about the improvement of innovation performance. The specific statistical table is shown in Table 1.

**Table 1.** The impact of positive psychological innovation on economic development.

Factor	Psychological capital	Knowledge sharing	Innovation performance
Large enterprises	3	4	4
Medium-sized enterprise	3	4	3
Medium-sized enterprise	4	3	4

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 result is determined by rounding off the average value of 600 employee groups.

**Conclusions:** With the coming of information age and the development of knowledge economy. Knowledge and information are gradually becoming the dominant factors in economic life. The rapid development of science and technology as well as the intensification of market competition promote the technological change. Modern enterprises can only face the current predicament in the process of continuous innovation and development. Innovation is directly related to the competitive advantage and the sustained growth of enterprises. Enterprise performance innovation based on positive psychology can provide better service for innovation and development and stimulate the innovation vitality of the whole people.

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## DYNAMIC ANALYSIS OF MENTAL STATE OF COLLEGE STUDENTS IN IDEOLOGICAL AND POLITICAL CLASS

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**Background:** Contemporary college students, most of the process of growth is relatively smooth, rarely

experienced great difficulties and setbacks, poor psychological capacity. There are some basic problems in the psychological quality, mainly as follows: (1) Poor adaptability to the environment. Adaptation to environment is one of the important signs of mental health. Entering the university from middle school, most of the students can basically adapt to the new environment after a period of adjustment. But also some students complete this transformation time to be too long, even a few students cannot complete this transformation smoothly, cannot adapt the new environment;(2) His mood is not stable enough and his attitude towards life is not optimistic enough. In real life, many students are in a fluttering mood. Some people often get upset over trifles and sulk all day long. This kind of excessive emotional reaction surface, reflects the hidden behind the unhealthy psychological characteristics;(3) Weak willpower. Willpower is a psychological activity process in which people adjust their actions to overcome difficulties in order to achieve a certain goal. It embodies the subjectivity of people in practical activities. Enthusiasm and activeness are the essential excellent psychological qualities of successful persons. (4) The ability of psychological self-adjustment is poor. Due to the malpractice of examination-oriented education, some students form a serious dependence and inertia. When they face and solve problems and difficulties by themselves, they will fall into a state of depression, anxiety and tension. Psychological quality is an important part of students' quality, which restricts the development of other qualities. It is both the starting point and the destination of quality education. Therefore, it is an effective way to improve the effectiveness of ideological and political education in colleges and universities by carrying out mental health education in order to enable students to face the increasingly fierce competition with good mental state.

**Objective:** The educational goal of colleges and universities is to train students to develop in an all-round way morally, intellectually, physically, aesthetically and physically. But this goal realization, must take the student physiology, the psychological two aspects healthy development as the premise and the foundation. Therefore, it is helpful to improve students' mental state and promote the healthy development of students' psychology to probe into students' mental state in ideological and political class.

**Subjects and methods:** A total of 80 college students were interviewed one-on-one for 50 - 100 minutes before and 1 hour after class respectively. The time of a single interview was 20 - 60 minutes. The interview includes the students' cognition, whether they have enough preview and review, how to treat the importance of the ideological and political course, and whether there is any suggestion to the classroom teaching method and curriculum planning. Interviews are conducted on a voluntary basis and students' information is not disclosed. Record the whole interview process, analyze the content of the interview, understand the psychological state of students and their views on the ideological and political classroom.

**Results:** After arranging the interview contents, the satisfaction of the students to the existing ideological and political teaching is calculated, and the results are shown in Table 1. As can be seen, about a quarter of the students are not satisfied with the existing classroom teaching. In fact, in the classroom teaching of thinking and politics, teachers can actively stimulate the cognitive desire of students. Need is the starting point of all human cognitive and practical activities. The needs of learning subjects directly affect the operation of learning activities. Generally speaking, the stronger the need of the subject, the higher the consciousness of the subject to carry out learning activities, and the greater the enthusiasm. And vice versa. The teaching of Ideological and Political Theory should be based on the needs of college students to become useful, to improve their theoretical thinking and to realize their self-worth in serving the society. It is an important link for educators to maintain and control the attention of educatees in the ideological and political education. Therefore, we should arrange the teaching plan reasonably according to the characteristics and laws of the educatees, so that the educatees can pay attention to it intentionally and not pay attention to it. The course of ideological and political theory should not only make the educated accumulate perceptual knowledge through perception, learn theory through memory, but also raise perceptual knowledge to rational knowledge through thinking, so as to grasp the essence and law of things, so as to achieve the goal of improving ideological knowledge and personal quality.

**Table 1.** Student satisfaction results.

Results	Dissatisfied	General	Satisfy
Numbers	19	29	32

**Conclusions:** The teaching method of college ideological and political theory course belongs to moral education method. Moral education differs from intellectual education in that: First, the teaching method of intellectual education only solves the contradiction between knowing and not knowing, between knowing and not knowing, while the teaching method of moral education must also solve the problems of faith and disbelief, action and disqualification, and the relationship between individual, collective and society. Secondly, the teaching method of moral education is that educators exert influence on mental and moral fields of educatees by certain ways and means. It should not only suit the receptive psychology of educatees

but also surpass it. Sometimes the explicit education of open teaching intention easily causes the rebellious psychology of educatees with strong independent personality. The teaching method of intellectual education is to teach students the knowledge of natural science and humanities and social sciences, and the open teaching intention will not hinder the teaching effect. Thirdly, the teaching method of moral education serves to cultivate certain moral character, and to achieve the unity of moral cognition, emotion, will and behavior is much more complicated than the teaching method of intellectual education, which only needs to find out what is and why. The purpose of innovating the psychological methods of ideological and political theory teaching in colleges and universities is to make use of psychological principles to improve the effectiveness of ideological and political theory teaching, to achieve the goal of “putting people first” and to promote the continuous improvement of ideological and moral quality of college students.

The starting point and goal of ideological education should be centered on improving the comprehensive quality of college students and cultivating qualified talents with all-round development of morality, intelligence, physique and aesthetics. Implement the systematic management mode and operation mode of college students’ participation and interaction. Truly in the system and mechanism and ideological guarantee of ideological and political education of college students to strengthen the work. All personnel engaged in the daily ideological and political education of college students should adhere to the correct political direction, strengthen ideological and moral cultivation, enhance the sense of social responsibility, and become the guide and guide for the healthy growth of college students.

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## THE PREDICAMENT AND COUNTERMEASURES OF MODERN AGRICULTURAL ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Agriculture occupies a vital position in the economic development of our country, which concerns the national lifeline and the clothing, food, shelter and transportation of hundreds of millions of people. Therefore, ensuring the healthy and sustainable development of agriculture plays a very good role in China’s national economy, maintaining social stability and harmony, there is also a role that cannot be ignored. Modern agriculture is a modern high and new technology with engineering technology, biotechnology and information technology as the core, and production facilities and scientific management methods provided by modern industry as the support, to improve the equipment level of agricultural production, to manage agriculture with modern market experience, to support agriculture with socialized service system, to change the main body of production from traditional farmers to modern farmers with high quality and high degree of organization, and to realize specialized, large- scale, intensive, commercialized, socialized and diversified industrial forms and multi-functional industrial system under the comprehensive effect of market mechanism and government regulation. Modern agriculture is not agriculture in the general sense, it covers all the elements of agriculture, industry and service industry, and it is the organic integration of primary, secondary and tertiary industries. The investment and use of a large number of modern factors (production conditions, production techniques, management) in modern agriculture are mere means, the fundamental purpose of which is to tap the potential value of agriculture on the basis of increased comprehensive productivity of agriculture (including labor productivity, land productivity) and capacity for sustainable development. It is a great change and progress to the traditional agriculture, and an active exploration to the new path of rural development.

**Objective:** Agriculture is the pillar of national economic development, which can promote the stable and sustainable development of agriculture, and it is of great significance to promote the healthy development of national economy, maintain social stability and achieve social equity. Therefore, we must adhere to the development of modern agriculture, rural economic prosperity as an important task, and earnestly grasp.

**Subjects and methods:** At present, China’s agricultural economic development is in the transition stage from traditional agriculture to modern agriculture. How to deal with various new tests in the transition period is a problem that should be attached great importance to. This paper investigates and analyzes three research directions: developing characteristic economy, strengthening the implementation of the policy of benefiting farmers, promoting farmers’ income increase and developing township enterprises. Through the way of consulting materials, this paper studies the predicament and countermeasures of modern agricultural economic development from the perspective of social psychology.

**Study design:** Using network resources and library and newspaper resources, this paper analyzes the