

## INNOVATION OF ENTERPRISE DEVELOPMENT PATH FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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**Background:** As a part of modern productive forces, management psychology is inseparable from 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 conflicts caused by contradictions in production relations. Therefore, the emergence of management psychology plays an important role in solving the contradictions between all parties in social production relations. The emergence of this new management model theory has laid a certain theoretical foundation for psychology. Nowadays, the development path innovation of enterprises has gradually become a topic of concern in the field of psychology and entrepreneurs. The research problem gradually extends from how to finance and carry out technological innovation within the enterprise to how external factors such as financial policy and socialized service system promote the development of the enterprise. On the whole, although the research area is wide, the following two aspects still need to be further explored: (1) The construction of enterprise development path is lack of systematicness. Based on the viewpoint of system theory, the development of enterprises is the result of the joint action of internal and external factors. Most of the original documents start from the government level and start with optimizing the external development environment (financial policy, fiscal policy and socialized service system) to promote the development of enterprises, thus ignoring the two important dimensions in the development process-market and enterprise, there is little literature to explore how the market affects the development of enterprises and how enterprises achieve self-development by improving their core competitiveness. (2) The applicability of enterprise development path is not comprehensive enough. Management psychology can solve the problem of individual and team productivity in enterprises by adjusting interpersonal relationships and enhancing team cohesion. Through the exertion of the role of management psychology, the planning and arrangement of one's life will be clearer, the psychological laws in management will be mastered, the organization personnel will be reasonably and effectively allocated, and the group will be reasonably planned. The overall efficiency of the enterprise will be more efficient and faster, which will be more conducive to the development of the enterprise.

**Objective:** The survival and development of an enterprise is a systematic project. It is not only affected by the external environment, but also needs the enterprise to practice its internal skills and improve the quality of products and services through the application of management psychology. The thought of enterprise owners directly determines the survival of enterprises. Enterprise owners should take the initiative to participate in some high-level training, visits and other activities, and communicate with managers who do well in development, so as to improve their management awareness. Introduce energy-saving and environmental protection technologies to achieve mutual benefit and win-win situation of economic and ecological efficiency. Human resources are the first resource for enterprise development, so we should formulate a perfect human resources system, which involves all aspects of human resources. The organic combination of entrepreneurship and innovation is an important foundation for the survival and development of enterprises.

**Subjects and methods:** Based on management psychology, there is a large growth space in the innovation of enterprise development path. Mainly reflected in the following aspects: First, enterprise managers should enhance management awareness. Second, realize the organic combination of ecological efficiency and economic benefits. Third, pay attention to the construction of human resources. Fourth, innovative incentive mechanism. Based on the above four points, this study will also investigate the impact of enterprise development path innovation from the perspective of management psychology.

**Study design:** 500 people of different ages, genders and occupations were randomly investigated by stratified cluster random sampling method. A total of 500 questionnaires were distributed, 488 questionnaires were recovered and 482 valid questionnaires were valid, of which 6 questionnaires were deemed invalid if they did not reach 50% of the questions.

**Methods:** The impact of enterprise development path innovation from the perspective of Excel statistical management psychology.

**Results:** Under the guidance of management psychology, enterprises will pay more attention to the psychological needs of the audience and absorb more advanced management technology in the innovation of development path, so as to realize the mutually beneficial and win-win situation of economic benefit and ecological efficiency. Care for the employees of the enterprise, and the employees realize their importance and value, so as to improve the enthusiasm of employees, form a positive atmosphere within the enterprise and promote the long-term development of the enterprise.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means average influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 people is taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

**Table 1.** Impact of enterprise development path innovation from the perspective of management psychology

Factor	Enhance management awareness	Realize organic combination	Attach importance to human resources	Innovation incentive mechanism
People	4	4	4	4

**Conclusions:** Management psychology originated in western developed countries. There are still differences between it and the actual situation in China. There are still some problems in its application. This paper classifies and summarizes the factors affecting the strategic orientation, performance orientation and inhibition of enterprise open innovation, discusses the response of enterprises to different internal and external innovation resources in the process of open independent innovation, and analyzes some strategic motives, selection paths and orientation preferences in the process of innovation. Based on management psychology, choosing a reasonable innovative development path can more effectively promote the long-term development of enterprises.

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## LITERARY PSYCHOLOGY IN LANDSCAPE ECOLOGICAL PLANNING MODEL OF PASTORAL COMPLEX

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**Background:** Literary psychology is a branch of psychology that studies the creative process of literature and art, the feelings of the audience, the understanding of artistic works and their regularity. Literary psychology mainly studies how writers and artists accumulate and refine materials through observation, experience and analysis of real life. The process of creative imagination based on perception and memory. study the relationship between emotion, abstract thinking and imagination. Study the interest, hobby, ability, character, temperament and other characteristics of writers and artists and their influence on creation. Study how people feel and understand literary works and cause emotional resonance in the process of appreciating literary works. Study how to enrich and improve people’s spiritual life and inspire people’s will and enthusiasm through literary and artistic works and artistic activities. Study how to cultivate teenagers’ literary interest, appreciation and creative ability, and how to improve teenagers’ aesthetic and creative ability. The main starting point of landscape ecological planning of pastoral complex is to meet the audience’s preliminary approval and feeling ability of “beauty”, and cultivate the planner’s imagination and creativity. It is not only an indispensable part of quality education, but also a reform direction actively explored at present. The planning and design mode of pastoral complex is different from the traditional township planning and development ideas, and cannot be based on the existing urban planning and design methods. Based on literary psychology, the residential environment landscape is subdivided into characteristic residential landscape, leisure and entertainment landscape, humanistic experience landscape, etc. The ecological experience landscape includes the river and lake landscape and farmland natural landscape around the village, and then puts forward the corresponding landscape planning and development strategies for each development model. Since entering the 21st century, China’s economy and society have entered a stage of rapid development, and people’s living standards have been greatly improved. More and more rural labor resources are exported to cities, which makes many negative effects on rural planning and construction increasingly prominent, the number of hollow villages is increasing, and the phenomenon of agricultural land abandonment is becoming more and more common, and so on. Therefore, in recent years, it has gradually advocated the planning and construction of new rural complexes, characteristic towns and beautiful villages.

**Objective:** Literary psychology researchers advocate studying how people feel and understand literary works and cause emotional resonance in the process of appreciating literary works. The thought of literary