

5. The contradiction between creativity and conservatism. College students have rich imagination, innovation and innovation, which is the basis of creativity. Comrade Li Lanqing pointed out in his speech on promoting symphonic music in colleges and universities: "The aesthetic education function of music is not only to improve the aesthetic ability and Tao and Taiwan sentiment in general, but also to greatly help people's intellectual development, especially to improve people's imagination and creativity, and to exercise their ability to express and solve problems. Music has a far-reaching impact on the progress of social civilization." The experiment of music psychology also fully proves that music appreciation not only brings pleasure and pleasure to people emotionally, but also develops people's ability of image thinking and logical thinking, and helps people produce imaginative and creative thinking.

**Conclusions:** Music appreciation can play a positive guiding and resonant role in the relatively complex psychology of college students in adolescence, promote the improvement of college students' psychological quality and contribute to the healthy growth of College Students' psychology.

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## THE IMPACT OF PSYCHOLOGY COGNITIVE DISORDERS ON SMART LOGISTICS SUPPLY CHAIN IN CHINA

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**Background:** At present, China's logistics industry is in an important period of strategic opportunities. With the adjustment of China's industrial structure and the change of development mode, the logistics industry is playing a more and more important and strategic role in the national economy. Under the background of supply-side structural reform, the traditional development mode of logistics industry is unsustainable, and intelligent logistics is becoming an important source of logistics industry transformation and upgrading. At present, intelligent logistics is a new thing. Although its development still faces many severe challenges, with the continuous improvement of policy environment, gradual formation of logistics Internet, wide application of logistics big data, continuous strengthening of logistics cloud service guarantee, increasing popularization of collaborative sharing mode, and rapid development of artificial intelligence technology, the basic conditions for developing intelligent logistics in China have been met. It is imperative to take the smart logistics supply chain as an important handgrip of the supply-side structural reform of China's logistics industry, give full play to its role as the integrator of social resources, the concentrator of decentralized markets, the person in short supply and artificial replacement, the person who satisfies personality demands, and the creator of green ecology, comprehensively promote the upgrading of the supply chain through connection and upgrading, data upgrading, mode upgrading, experience upgrading, intelligent upgrading, and green upgrading, profoundly transform the mode of social production and circulation, promote the adjustment of industrial structure and the conversion of momentum, promote the supply-side structural reform, and create new opportunities for the development of the logistics industry.

Consumption psychology is an important branch of psychology, which studies the psychological phenomena and behavior laws of consumers in consumption activities. Consumption psychology is a new subject. Its aim is to study the rules of psychological activities and individual psychological characteristics in people's daily purchasing behavior. The study contents of consumer psychology include the process of consumer's psychological activities, consumer's individual psychological characteristics, psychological factors influencing consumer's behavior, psychological activities in the process of consumer's purchase, the influence of social environment on consumer's psychology, consumer's psychology and behavior, consumer's tendency and psychology, commodity factor and consumer's psychology, marketing communication and consumer's psychology, etc.

**Objective:** At present, the world smart logistics supply chain has become lengthy and complex, increasing their risk exposure and vulnerability, and thus causing greater pressure on the supply chain risk management. In the intelligent logistics supply chain, the destructive effect of any part of the entity can directly affect the ability of a logistics supply chain to continuously operate. Therefore, to improve the efficiency of logistics and transportation and ensure stable transportation, the impact of cognitive impairment in consumer psychology is needed.

**Subjects and methods:** Smart logistics is a new ecology based on the logistics Internet and logistics big

data, by jointly sharing the industrial innovation model and advanced artificial intelligence technology, reshaping the industrial division of labor, reengineering the industrial structure, and transforming the industrial development mode. This paper mainly investigates and analyzes it from the three aspects: policy support, steady development and big data application.

**Study design:** Six large, medium-sized and small logistics enterprises were selected as the research subjects to investigate and analyze the effects of cognitive impairment on consumer psychology. The questionnaires were issued to 60 senior executives from the six companies, requiring them to be completed at one time, and each person completed them for about 15 to 20 mins. A total of 60 were issued and 60 were recovered with valid copies of 57.

**Methods:** The effect of cognitive impairment in Excel statistical consumer psychology on China's smart logistics supply chain.

**Results:** The Ministry of Transport, the Ministry of Commerce, the Ministry of Industry and Information Technology and other relevant departments have deployed to promote the Internet + efficient logistics related work from their respective functional fields, create a good policy environment for promoting the development of smart logistics, and improve the service quality of consumers. With the rapid development of mobile Internet, a large number of logistics facilities are connected to the Internet through sensors, and the logistics connection shows a rapid growth trend. Logistics connection is driven by information interconnection and facilities interconnection. Logistics online has created and laid the premise and foundation for the development of intelligent logistics, which can accelerate the speed of logistics transportation. Online logistics produces a large number of business data, which turns logistics big data from concept to reality. The data-driven business model promotes the intelligent transformation of the industry and greatly improves the production efficiency.

The results of this survey, the influence values of specific factors were quantified by 0-4,0 indicating irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, 4 means sufficient influence, and the specific statistical tables are shown in Table 1.

**Table 1.** Effect of the cognitive impairment of consumer psychology on China's smart logistics supply chain

Factor	Policy support	Forge ahead	Big data application
Small enterprise	3	4	4
Medium-lot producer	3	3	3
Large-lot producer	4	3	3

**Conclusions:** At present, China is in a critical period of a new round of scientific and technological revolution and industrial transformation. Wisdom logistics through connection upgrade, data upgrade, mode upgrade, experience upgrade, intelligent upgrade, green upgrade comprehensive booster supply chain upgrade, using consumer psychology research analysis to promote China wisdom logistics supply chain effect, profound influence on social production and circulation mode, promote industrial structure adjustment and kinetic energy conversion, promote the supply side structural reform, create new opportunities for the development of the logistics industry.

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## THE CAUSES AND COUNTERMEASURES OF ANXIETY OF ADVOCATES OF SCIENTIFIC RESEARCH FUND REFORM IN SCIENTIFIC AND TECHNOLOGICAL INNOVATION IN COLLEGES AND UNIVERSITIES

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**Background:** The reform advocates of scientific research funds are the organizers and implementers of scientific and technological innovation in colleges and universities, and the best provider of high-quality scientific and technological innovation services in colleges and universities. They directly deal with 80%-90% of various problems in scientific and technological innovation in colleges and universities, and their high-intensity and high-pressure occupations make them often in a state of high concentration in their work, which is easy to produce a series of psychological problems. Anxiety is caused by psychological conflict or frustration. It is a reflection of complex emotions, manifested in fear, anxiety, anxiety and some physiological reactions. Mild anxiety is normal for everyone. Moderate anxiety creates a sense of pressure