It is clear that matching rate between constructed indicator system and evaluation model is 85.71% in the paper, all are among publication list of double first-rate, having higher reference value, and the established model is scientific and reasonable.

Table 1. Comparison table of simulation results based on AHP fuzzy comprehensive evaluation of big data

University rankings	Evaluation score
Peking University	99.87
Shanghai Jiao Tong University	99.69
Tsinghua University	99.02
Zhejiang University	98.45
Fudan University	97.71
Sun Yat-sen University	97.14
University of Science and Technology of China	97.08

Conclusions: The paper constructed big data-based AHP comprehensive evaluation model satisfies urgent demands on university evaluation under the background of comprehensive educational reform, improved drawbacks in previous evaluation indicator system that can really and objective reflect strength of Universities. As there are details in deduction of the model methods and lack of space, only evaluation results were provided. All universities should also build Chinese characteristic and first-rate Universities, take in and summarize educational experiences, conclude laws of reform, mine all universities' own advantages and efforts orientation targeted under the great banner of Chinese characteristic socialism. All should bear in mind that this is approved by the state, more importantly; they should really fulfill targets rather than fighting with each other. We should establish world-class universities and universities with world first-rate disciplines, really among the world powers and become "education power". All Universities should define personal orientation, incline to take academic research as core, or major in teaching work. It is a comprehensive development and also carries forward personal characteristics. Every educator should really not forget their original intention but carry forward "Craftsmanship"; and should foster high-quality talents with high recognition, conduct and survival ability; and improve Chinese higher education's comprehensive strength and international competitiveness, enhance national overall quality, which is essential to Chinese nation's survival.

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THE INFLUENCE OF ENTREPRENEUR'S PSYCHOLOGICAL CAPITAL, HUMAN CAPITAL AND SOCIAL CAPITAL ON THE ENTREPRENEURIAL ABILITY

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Background: Based on this realistic consideration, this paper analyzes the influence mechanism of entrepreneurial psychological capital, human capital and social capital on entrepreneurial ability, and explores the influence and action mode of entrepreneurial psychological capital, human capital and social capital on entrepreneurship ability, which takes the organization of leadership, operation and management, innovation and social interaction as the core, and then constructs a practical path to enhance the entrepreneurship ability of entrepreneurs from a strategic perspective.

Subjects and methods: With the deep development of the policy of "starting own business and making innovation", how to deal with the relationship between the entrepreneur's own qualities and entrepreneurial capabilities has become a common topic of concern both in theory and practice. At present, scholars no longer focus solely on the objective problems encountered by entrepreneurs in the process of starting a business, but rather focus on subjectively analyzing what kind of psychological capital entrepreneurs need in order to significantly enhance their entrepreneurial capabilities and improve entrepreneurial performance. Based on this realistic situation and from the perspective of psychology and cognitive science, this paper systematically analyzes the impact of the complex entrepreneurial capital structure on entrepreneurship from the following three dimensions: "What do you want to be" - "Psychology Capital", "What do you know" – "Human capital", "Who do you know" - "Social capital". Based on this, this paper further studies how entrepreneurs can effectively improve their entrepreneurial success rate by

optimizing their own capital allocation.

Research Design and Research Assumptions: Based on the quantitative analysis of the influence of entrepreneurial psychology, social capital and human capital on entrepreneurial ability, this part constructs the theoretical model and research hypothesis of this research respectively. In the follow-up qualitative and quantitative analysis, this study regards entrepreneurial psychology capital, human capital and social capital as independent variables, and entrepreneurial entrepreneurship ability as dependent variable.

Questionnaire Design and Research Methods: The main contents of the questionnaire include the situation of entrepreneurship psychological capital, human capital, social capital and entrepreneurial ability respectively five years ago and in current. The questionnaire survey distributed a total of 100 questionnaires, of which 96 were recovered, the valid questionnaire was 88.

Results: In this part, we use structural equation modeling to empirically analyze the action mode and effects of entrepreneurs' psychological capital, human capital and social capital on their entrepreneurial ability.

Table 2 is the statistical analysis value of the overall fitting evaluation index of the revised indexes. From the results of empirical analysis, all the variables in the revised structural equation model are within the recommended index range, so we can see that the structural equation model is tested.

Table 2. Various fitting indexes of modified structural equation model

Evaluation index category	Overall fitting evaluation index	Recommendation standard	Measurement result
Absolute fitting index	Ratio of chi square and degree of freedom (x^2/df)	≤0.300	1.247
	Root mean square error approximation (*RMSEA*)	≤0.100	0.035
	Goodness of fit index (*GFI*)	>0.800	0.924
	Standard error means square root (*SRMR*)	<0.800	0.057
Relative fitting index	Nonstandard fitting index (*NNFI*)	<0.800	0.875
	Standard fitting index (*NFI*)	>0.800	0.826
	Correlation fitting index (*RFI*)	>0.800	0.824
	Ratio of chi square and degree of freedom (x^2/df)	>0.800	0.838
	Root mean square error approximation (*RMSEA*)	>0.800	0.915
Parsimony fit index	Simple effect comparison index (*PCFI*)	>0.500	0.556
	Simplified datum fitting index (*PNFI*)	>0.500	0.679

Conclusions: "virtual capital" including the own psychological capital, human capital, social capital and so on. At the same time, the research based on the perspective of cognitive psychology to explore the impact of the entrepreneur's own stock of capital on entrepreneurial ability is less. However, the psychological traits are the "hidden" parts of the leadership system of business managers. It contains a huge "transformational energy" of job performance improvement and can effectively compensate for the shortcomings of human strategy management caused by the diminishing marginal effect of technology capital and realize the effective balance between organizational individual development and organizational performance improvement, which is of great strategic significance and practical value. Based on this factual consideration, this dissertation takes the relationship between entrepreneurial psychology capital, human capital, social capital and entrepreneurial ability as the core of the study, and uses the structural equation model to empirically analyze the intrinsic paradigm and degree of influence of them. The results show that there is a significant relationship between entrepreneurial psychological capital, human capital, social capital and entrepreneurship ability.

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RESEARCH ON FOREIGN EXCHANGE RISK MANAGEMENT STRATEGY OF FOREIGN CONTRACTED ENGINEERING ENTERPRISES BASED ON CONSUMER PSYCHOLOGY

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