

In Table 1, there was no significant difference in anxiety scores between the two groups before the experiment ($P > 0.05$). After one semester of experiment, the average anxiety scores of the experimental group and the control group were 49.98 and 63.39 respectively, and the standard deviations of the two groups were 7.09 and 6.01 respectively. In terms of anxiety score, the score of the experimental group was 13.41 points less than that of the control group. Compared with the control group, the anxiety degree of the experimental group increased slightly, and the anxiety symptoms of the experimental group were relieved. It can be seen that the experiment can alleviate the anxiety of higher vocational students.

Conclusions: Deepening the cooperation between higher vocational colleges and school enterprises, increasing the diversified ways of cooperation and improving the teaching methods of higher vocational colleges are conducive to alleviate the employment anxiety of higher vocational students and promote the good development of their mental health.

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INNOVATIVE APPLICATION OF MULTI-CAMPUS FINANCIAL MANAGEMENT IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a marginal science between psychology and sociology. It is not only a branch of psychology, but also a branch of sociology. Its research content is the changes of individual psychological activities and a series of influences brought about by the changes in specific social life conditions. The research scope of social psychology involves individual level, group level and social level. In the process of socialization, the interaction between individuals, groups and groups has certain objective laws, which can better allocate resources reasonably on the basis of measuring the changes of people's psychological characteristics in society, make them conform to objective laws, scientifically constrain people's behavior and ensure the normal progress of social operation and management.

The promotion of education system and the rapid development of information technology such as Internet and big data provide good opportunities for the financial management of colleges and universities in China, but also bring challenges. The problems such as weak awareness of financial management service and old management methods are more prominent. Most colleges and universities still adopt the management mode under the traditional planned economy system under the financial management mode, only take accounting as the primary goal of financial management, and ignore the importance of management work such as opportunity cost, financial risk and budget business assessment. Moreover, the current situation of multi campus financial management is chaotic, and the ownership of rights and responsibilities is not clear, which makes the financial structure of colleges and universities chaotic and economic rights and interests damaged frequently, resulting in low efficiency in resource management and distribution, which further increases the difficulty of management. According to the requirements of the government accounting standards, colleges and universities in China have taken the accrual basis as the basis of accounting on January 1, 2019, and implemented the dual core system of financial accounting and budget accounting. Therefore, colleges and universities should actively organize financial personnel to participate in the training of relevant new standards of the financial department, improve the understanding and management of the new policies, and innovate the financial management mode of colleges and universities.

Objective: In order to better improve the problems existing in multi campus financial management in Colleges and universities, so as to make full use of individuals and resources in management, this paper studies and puts forward an innovative scheme of multi campus financial management from the perspective of social psychology, in order to provide guiding suggestions for improving the efficiency and economic benefits of financial management in Colleges and universities, It also provides useful value for the enrichment of social psychology theory.

Research objects and methods: 20 universities at different levels with two or more campuses were selected as the research objects. The hierarchical cluster sampling method was used to conduct a questionnaire survey on their financial management level, management standards and management effect between managers and students, and the actual operation of each campus of the University was measured with the help of big data tools, in order to solve the problems and hidden dangers in financial management.

Method design: The research objects were divided into control group and experimental group. The control group operated according to its original management mode, while the experimental group conducted hierarchical and hierarchical innovative financial management mode operation according to the

management level of multi campus based on the investigation of students' willingness level with the help of big data system, integrating multi-index analysis. The total number of returned and effective questionnaires was 800 and 794, and the effective rate was 99.25%.

Methods: Excel was used to analyze the effect difference and operation between the innovative financial management mode and the traditional financial management mode.

Results: After the application of the innovative financial management model, the management level and management efficiency among the campuses of colleges and universities have been improved, and the satisfaction of operators and participants with the model has been greatly improved compared with that under the traditional financial management model, which has significant statistical significance. The satisfaction score of management operators on the operation effect of financial management mode is shown in Figure 1.

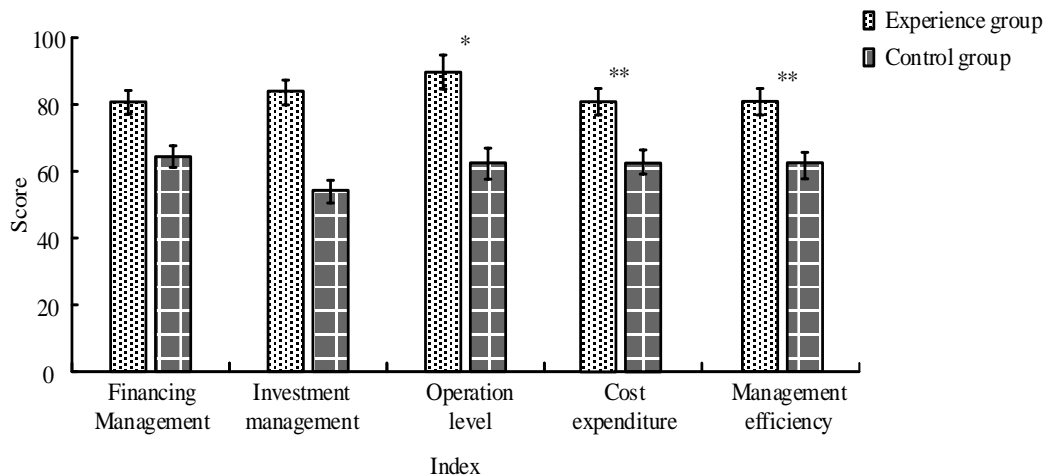


Figure 1. Managers' satisfaction score with the operation effect of financial management mode

Conclusions: In the face of the development trend of improving the level of information construction and expanding the differentiation of audience groups, the content of financial management in colleges and universities is expanding, the difficulty of financing is increasing, and the service concept is constantly updated. Colleges and universities should constantly speed up the innovation of financial management system and actively provide good development space for financial talents, give full play to the advantages of the Internet and large database to improve management efficiency, and social psychology can better allocate and manage individuals and resources in allocation management, scientifically predict and prevent financial risks, build a service-oriented financial management system, and promote the improvement of management level of colleges and universities.

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RESEARCH ON MEASURES TO ALLEVIATE EMPLOYEES' FINANCIAL ANXIETY FROM THE PERSPECTIVE OF SMART FINANCIAL MANAGEMENT

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Background: Under the background of healthy and upward economic development and surging investment market, people began to pay more attention to the concept of financial management, instead of focusing on single consumption savings, they began to consider wealth investment and value-added. Financial management, in essence, represents the overall financial planning and attitude towards money in life. The wise financial management concept should pursue the constant appreciation of assets under the condition of steady financial management, and take avoiding risks as the top priority. However, the concept of "the great wealth depends on the sky and the small wealth depends on the province" is still rooted in people's minds, and it is difficult for people to conduct smart financial management because of the weak financial management awareness and lack of financial management knowledge. The correct concept of