

**Conclusions:** The innovative development of ideological and political education in colleges and universities has a great impact on the physical, psychological and behavior of students with anxiety disorder. Anxiety patients with different personalities can adopt different treatment methods, and patients can get diversified and all-round treatment. Different forms of ideological and political education take ideological and political education as the core guiding ideology, but its methods have significant diversity, which can guide students to think from different angles and achieve the purpose of alleviating teenagers' anxiety.

\* \* \* \* \*

## CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

Xiling Yang

*College of Business Administration, Henan Finance University, Zhengzhou 451464, China*

**Background:** The human brain is involved in a wide range of cognitive functions, including learning, memory, language, movement, thinking, creation, spirit, emotion, etc. Therefore, the manifestations of cognitive impairment are also diverse. These manifestations can exist alone, but they often appear together. Cognitive impairment mainly includes: perceptual impairment, such as sensory allergy, sensory retardation, internal discomfort, sensory deterioration, sensory deprivation, pathological illusion, hallucination and perceptual comprehensive disorder. Memory impairment, such as strong memory, memory defect and memory error. Thinking obstacles, such as abstract generalization process obstacles, association process obstacles, thinking logic obstacles, delusions, etc. There are many reasons for the above cognitive impairment, most of which are caused by mental disorders, except for organic diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. For patients with obvious mental and neurological symptoms, such as depression, anxiety and sleep disorder, symptomatic treatment can be carried out according to their condition. On the basis of traditional retail, new retail uses big data and artificial intelligence to accurately mine, locate and guide the consumption needs of online and offline consumers, and quickly improve consumers' shopping experience and meet consumers' escalating consumption needs through a flexible and efficient intelligent supply chain. The new retail reshapes the "people, goods and market" of traditional retail, that is, "customers, categories and scenes". Whether it is "new retail" or "traditional retail", in essence, the ultimate goal is to meet the changing needs of consumers. In the new retail era, the supply chain response ability of retail enterprises is very important. The survey shows that retail enterprise managers generally believe that the biggest challenge in the retail industry is supply chain management. The smart supply chain in the new retail era will no longer be a simple internal support function, but a comprehensive service support function. When designing the smart supply chain from the perspective of consumer demand, we pay more attention to the flexibility and accuracy of the supply chain rather than pursuing economies of scale. End to end data collection and end-to-end operation can quickly respond to the changing picky needs of consumers.

**Objective:** This study discusses the impact of the construction of the new retail smart circulation supply chain system on alleviating patients with cognitive impairment, and aims to study the characteristics and improvement promotion of the new retail smart circulation supply chain system on patients with cognitive impairment.

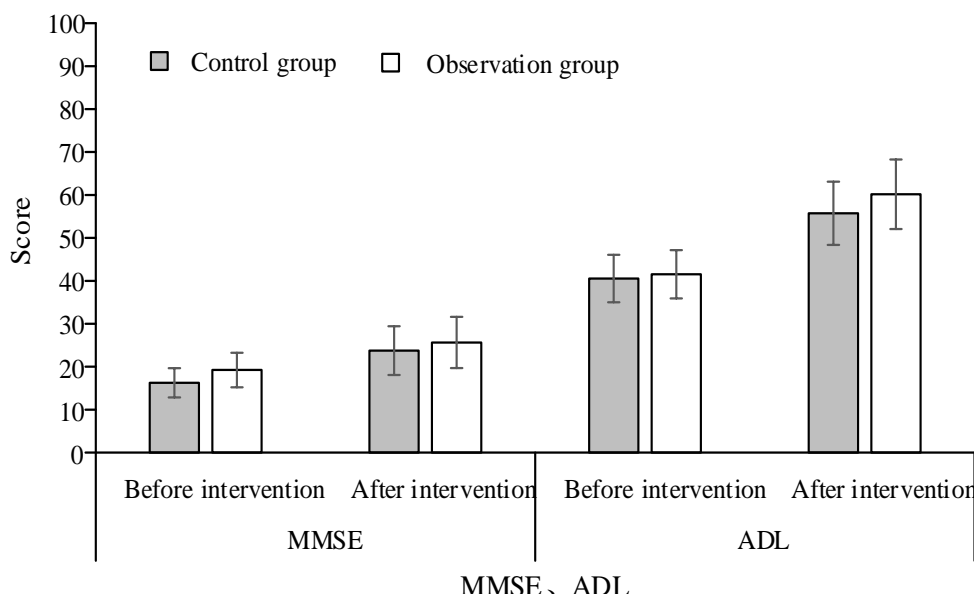
**Research objects and methods:** 400 patients with cognitive impairment were divided into control group (200 cases) and observation group (200 cases). The observation group was given the intervention scheme under the construction mode of new retail smart circulation supply chain system, and the control group was given the routine intervention scheme.

**Research design:** Before and after the construction of the new retail smart circulation supply chain system, all subjects were evaluated with the Mini-mental State Examination (MMSE), including memory, attention, understanding and time orientation, with a total score of 0-30, which is directly proportional to their ability. The Activities of Daily Living (ADL) was used for evaluation, which involved eating, dressing, grooming, toilet and other dimensions. The total score was 0-100, and the score was in direct proportion to the ability. Judge the curative effect of the new retail smart circulation supply chain system on patients with psychological cognitive impairment.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** There was no significant difference in MMSE score and ADL score between the two groups before intervention ( $P > 0.05$ ). However, after the intervention, the score of the observation group was significantly

higher than that of the control group ( $P < 0.05$ ). As shown in Figure 1.



**Figure 1.** The improvement effect of cognitive impairment in the two groups before and after intervention

**Conclusions:** The smart supply chain in the new retail era can help retail enterprises better deal with the challenges brought by the highly competitive retail market, diversified consumption channels, rapidly fluctuating market and changing consumer demand. The data collection of smart supply chain is also end-to-end. The data collection of smart supply chain will continue to extend from internal to external, from operation data to consumer behavior data to market and public opinion data, so as to realize comprehensive end-to-end data visualization of supply chain. From R & D to consumers, the circulation chain of smart supply chain has been gradually shortened, and the data flow cost has been continuously reduced. The repeated data processing and analysis separated from each link of the traditional supply chain is transformed into the interconnected mesh data flow and traceable transparent data of the intelligent supply chain, which integrates the originally lengthy and fragmented supply chain, improves the flexibility of the supply chain, makes it closer to consumers and provides the ultimate consumer experience. Smart supply chain gives cold supply chain temperature and passion through closer connection between data and consumers and commodities, so as to enable end consumers to obtain the ultimate shopping experience.

\* \* \* \* \*

## ANALYSIS ON TALENT TRAINING MODE AND REFORM PATH OF UNIVERSITY THINK TANKS FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

Wentao Wang

*Party Committee Office, Changzhou University, Changzhou 213164, China*

**Background:** The incidence of cognitive impairment is very high in schizophrenia. About 85% of patients will have cognitive impairment, such as information processing and selective working memory, short-term memory and learning, executive function and so on. There is a certain correlation between cognitive deficit symptoms and other psychotic symptoms. For example, patients with obvious thinking form disorder will have more obvious cognitive deficit symptoms, and patients with obvious positive symptoms will also have more obvious cognitive deficit symptoms. Mild Cognitive Impairment (MCI) is a transitional state between healthy aging and Alzheimer’s disease (AD). It is recognized by researchers and clinicians as a “window” for teaching and delaying the development of AD. Moreover, the global prevalence of MCI is 9.6%-21.6%, which is considered to be a precursor of AD. Therefore, the study of cognitive impairment is particularly important. The research shows that the talent training mode of university think tank has a positive impact on the cognitive function of MCI patients. It is a non pharmacological method to delay the decline of MCI cognitive function. At present, the mental health problems of college students in China have attracted more and