

students in higher vocational colleges.

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MARKETING IDEAS AND INNOVATION OF INTERNATIONAL TRADE UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a disease with cognitive function problems. To clarify its definition, we need to understand and grasp what cognitive function is. Cognitive functions include memory, calculation, space-time location, structural ability, executive ability, language understanding, expression and application. Its behavioral characteristics are concentrated in four aspects: executive ability, attention, language ability and social cognition. For cognitive impairment, for social cognitive ability, it is mainly manifested in anxiety in social communication, weakening of emotional control ability, decline of resonance ability and reduction of recognition of social clues. For attention, it is mainly manifested in the reduction of information processing speed, selectivity and other types of attention changes. For the executive ability, it is mainly manifested in the decline of organization and decision-making ability and the inability to complete complex tasks. For language ability, it is mainly manifested in grammatical errors, ignoring social etiquette, the phenomenon of words failing to express their meaning in communication with people, and problems in abstract language expression and understanding. Clinically, cognitive impairment is a transitional state between normal people and early Alzheimer's disease. Among them, cognitive impairment mainly includes three levels: mild cognitive impairment is characterized by wandering, anxiety, depression, depression, forgetfulness, and decreased memory and attention. Moderate cognitive impairment is characterized by further aggravation of cognitive ability. Patients can be characterized by large emotional fluctuation, paranoia, anxiety, reduced understanding and language expression ability, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show decreased overall function and develop to dementia, which will lead to delusion, indifference, lack of self-care ability and so on. Relevant studies have pointed out that since new era, the problem of cognitive impairment has covered all areas of life, and the state and society should pay special attention to it.

International trade is the main form of interconnection between countries (or regions) based on international division of labor. It reflects the economic interdependence among countries (or regions) in the world and is the sum of foreign trade of all countries. International trade mainly includes two types: bilateral trade and multilateral trade. Bilateral trade refers to the trade between the two countries based on the settlement of bilateral agreements. In this kind of trade, both parties use the export of one party to pay for the import of the other party. This method is mainly implemented in foreign exchange control countries. In addition, bilateral trade generally refers to the trade between the two countries. Multilateral trade, also known as multilateral trade, refers to the trade in which three or more countries buy and sell each other on the basis of multilateral agreements. Obviously, under the trend of economic globalization, multilateral trade is more common. At the same time, with the popularization and acceleration of international trade, the demand for innovative marketing ideas is also higher and higher. Because a clear marketing idea can predict the future development situation, which can not only reduce the blindness of operation, but also clarify the development objectives, so as to facilitate international trade to take corresponding measures and strive to achieve the expected objectives. However, there are the following cognitive obstacles in the current marketing ideas of international trade: lack of change in trade mode, relatively backward marketing concept, and too single marketing characteristics.

Objective: In view of the problems existing in the current international trade marketing ideas, carry out cognitive barrier intervention for the personnel of relevant organizations, and crack the disadvantages of the current development of international trade marketing by innovating the marketing mode of international trade.

Research objects and methods: 100 marketing organization personnel of international trade were

selected as the research object to carry out cognitive impairment intervention. The experimental period was 6 months. The changes of international trade marketing ideas before and after the improvement of cognitive impairment of marketing organization personnel were compared and analyzed. Evaluation indicators include: lack of change in trade mode, relatively backward marketing concept, and too single marketing characteristics.

Methods: The data are analyzed through the latest version of Minitab20 data statistics software.

Results: Table 1 shows the improvement of problems in international trade marketing ideas under the intervention of cognitive impairment. On the whole, compared with before the intervention of cognitive impairment, after the intervention of cognitive impairment, the thinking of international trade marketing has been significantly improved ($P < 0.05$). This shows that cognitive impairment intervention can significantly improve the existing problems of international trade marketing ideas.

Table 1. Improvement of existing problems in international trade marketing ideas under the intervention of cognitive impairment

Category	Before	After 1 month	After 3 months	After 6 months
Lack of changes in trade patterns	85.68	91.21*	92.26*	94.26*
The marketing concept is relatively backward	82.34	91.23*	92.32*	94.65*
Marketing features are too single	84.66	89.65*	92.30*	95.36*

Note: Compared with that before the intervention of cognitive impairment, * $P < 0.05$.

Conclusions: In view of the problems existing in the current international trade marketing ideas, the cognitive impairment intervention was carried out for the personnel of relevant organizations. The results show that the problems existing in the international trade marketing ideas have been improved. Therefore, it can be said that the intervention based on cognitive impairment can innovate the marketing mode of international trade, so as to solve the disadvantages of the current development of international trade marketing.

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ACCOUNTING PROBLEMS AND CHARACTERISTICS IN CROSS-BORDER E-COMMERCE IMPORT BUSINESS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Psychology is a science that studies the psychological phenomena, spiritual functions and behaviors of humans and animals. It is not only a theoretical discipline, but also an applied discipline. Including theoretical psychology and applied psychology. Psychological research involves many fields such as perception, cognition, emotion, personality, behavior and interpersonal relationship, as well as many fields of daily life-family, education, health and so on. On the one hand, psychology attempts to use brain operation to explain the basic behavior and psychological function of individuals. At the same time, psychology also tries to explain the role of individual psychological function in social behavior and social dynamics. At the same time, it is also related to neuroscience, medicine, biology and other sciences, because the physiological functions discussed in these sciences affect individual thinking. Psychology is defined as the scientific study of behavior and psychological processes, as well as the physiological and psychological states of organisms and the influence of external environment. Psychology is divided into five sub fields: neuroscience, developmental psychology, cognitive psychology, social psychology and clinical psychology. In short, neuroscience studies the psychology of the human brain by observing its response. Developmental psychology is a subject that studies how human beings grow, develop and learn. Cognitive psychology studies psychology through computer methods, that is, psychology is compared with computers to understand how humans play games and distinguish between language and object recognition. Social psychology is the study of human group behavior and how to communicate with others. Clinical psychology