

48.77% lower than the latter, and the data difference was significant.

**Table 1.** Statistics of HAMA scores of students before and after teaching

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before teaching	19.5±2.4	19.5±3.1	1.048	0.924
After teaching	8.3±1.5	16.2±2.0	0.317	0.001

**Conclusions:** In view of the increasingly serious problem of college students' employment anxiety in China, this study collected academic materials related to college students' employment anxiety, college ideological and political education reform and anxiety psychology in the industry, analyzed and summarized the shortcomings of China's current employment anxiety guidance and the feasibility of integrating the auxiliary content of employment anxiety into college ideological and political education curriculum. An ideological and political teaching experiment was carried out. The experimental results showed that after the experiment, the average HAMA scores of students in the experimental group and the control group were 8.3 and 16.2 respectively, and the former was 48.77% lower than the latter. The experimental data show that some psychological preparation and emotion control skills of employment and interview are integrated into the ideological and political education curriculum in colleges and universities, and the causes of students' employment anxiety are answered. It can alleviate the employment anxiety of college students.

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## COPING STRATEGIES OF EMPLOYEES' PSYCHOLOGICAL PRESSURE IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE

Jianghua Feng<sup>1</sup> & Feng Wang<sup>2</sup>

<sup>1</sup>*School of Economics and Management, Shanghai Technical Institute of Electronics and Information, Shanghai 201411, China*

<sup>2</sup>*School of Nursing and Health Management, Shanghai University of Medicine & Health Sciences, Shanghai 201318, China*

**Background:** In recent years, the Chinese government has encouraged enterprises to go abroad to operate, and the development of cross-border e-commerce has entered the fast lane. However, behind the rapid development of cross-border e-commerce, there are some industry problems that are not easy to be noticed, among which the more typical is the psychological pressure of cross-border e-commerce practitioners. There are many factors that lead to the psychological problems of employees of cross-border e-commerce. The main factors are heavy workload, confusion of work and rest caused by working across time zones, obstacles to cross-cultural communication, lack of foreign language ability, lack of understanding of local laws and regulations, etc. for most cross-border e-commerce enterprises, these problems have not been well faced and solved. Therefore, many employees have produced many psychological problems under a number of heavy pressures, such as depression, mania slow thinking, anxiety, etc. Alleviating and completely solving the psychological pressure of cross-border e-commerce employees will help to improve the work enthusiasm and subjective initiative of enterprise employees, which is of great significance to improve the operation efficiency and comprehensive competitiveness of cross-border e-commerce enterprises.

**Objective:** To understand the working mode and main work contents of front-line employees in various departments of cross-border e-commerce enterprises in China, understand the main reasons for employees' psychological pressure, and put forward some useful countermeasures. Carry out a social experiment to verify the effectiveness and reliability of these strategies, and provide some references and suggestions for the sustainable development of China's cross-border e-commerce industry.

**Objects and methods:** Collect domestic academic research materials and books on the management mode and industry development of cross-border e-commerce talents in recent years, so as to understand the manifestations and causes of psychological stress of employees in cross-border e-commerce enterprises in China. Then combined with the principles and methods of psychology, this paper puts forward some targeted countermeasures. Carry out an enterprise management model reform experiment, select two

enterprises with a certain voice and representation in the cross-border e-commerce industry, reach cooperation with them, and select 132 employees with varying degrees of psychological pressure from the enterprises as the research object. Psychological training was conducted for the personnel of the two enterprises, and after the training, they were required to pay attention to the psychological status of the research objects in the process of enterprise operation, and care for the life of these employees regularly. Once employees were found to have psychological stress problems, they were asked about the source of their psychological stress in time, and then targeted measures were taken, such as comforting and encouraging employees with psychological methods, solving employees' concerns from the company level, Giving employees certain economic compensation, etc. The experiment lasted for 3 months. In addition, before and after the experiment, the subjects were required to self-evaluate the severity of their current psychological stress. The severity of psychological stress was described by five categories: no stress, slight stress, general stress, significant stress and severe stress, and these levels were quantified by using the numbers of 1, 2, 3, 4 and 5.

**Results:** After the completion of the enterprise reform experiment, the statistical scoring data of the psychological stress severity of the subjects are shown in Table 1 note that the *t*-difference significance test is used for the quantitative data, and the significance level is 0.05.

**Table 1.** Statistics of psychological stress severity of subjects before and after the experiment

Feedback moment	Quantized score means	Corresponding grade	Standard deviation of quantized score	<i>P</i>
Before experiment	3.24	General pressure	0.21	0.003
After the experiment	2.50	Slight pressure	0.18	-

It can be seen from Table 1 that the overall psychological pressure level of the research object before the experiment is "general pressure", and the overall psychological pressure level of the research object after the experiment is "slight pressure", the average score is reduced from 3.24 to 2.50, and the *P* value of *t*-test is 0.003, which is less than the significance level. It is considered that the data difference is statistically significant.

**Conclusions:** With the reform and progress of China's e-commerce industry, the business development of cross-border e-commerce is gradually on the right track, but there are still some serious problems behind the prosperity of the industry. For example, some employees have serious psychological pressure due to cross-cultural psychological adaptation, lack of foreign language ability, work and rest confusion caused by cross-time zone work, which has a great negative impact on the normal use of enterprises. Therefore, after understanding the work mode, main work contents and the main reasons for the psychological stress of front-line employees in various departments of cross-border e-commerce enterprises in China, this study puts forward some useful countermeasures, and designs and carries out an enterprise management reform experiment based on these countermeasures. The experimental results show that the overall psychological stress level of employees before the experiment is "general stress". After the experiment, the overall psychological stress level of the subjects was "slight stress", the mean score decreased from 3.24 to 2.50, and the *P* value of *t*-test was 0.003, which was less than the significance level. It was considered that the data difference was statistically significant. The test results show that psychological care and institutional support for employees of cross-border e-commerce can help reduce employees' psychological pressure and improve work efficiency.

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## INFLUENCE OF PRACTICAL TEACHING APPROACH OF PRESCHOOL EDUCATION COOPERATING WITH COUNTY PRESCHOOL EDUCATION SYSTEM ON STUDENTS' ANXIETY

Huimin Liu

*Department of Pre-primary Education, Shaanxi Vocational Academy of Art, Xi'an 710054, China*

**Background:** Anxiety disorder, also known as anxiety neurosis, is the most common kind of neurosis, which is mainly characterized by anxiety emotional experience. It can be divided into chronic anxiety, namely generalized anxiety and acute anxiety, namely panic attack. The main manifestations are: nervousness and anxiety without clear objective objects, restlessness, and autonomic nerve dysfunction