

ON EMPLOYEE CAREER MANAGEMENT IN HUMAN RESOURCE MANAGEMENT UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Based on human behavior activities, cognitive psychology studies and analyzes human internal psychological activities, and studies the psychological processes of human cognitive behaviors such as memory, perception and reasoning. Different from behaviorist psychology, cognitive psychology studies the mechanism of human internal psychological activities that are difficult to be observed directly, and analyzes human memory processing, extraction and other change activities. Information processing is the mainstream view of cognitive psychology. Cognitive psychology believes that man is an information processing system, and human cognitive activity is the process of information processing such as coding, input, storage and extraction of perceptual information. Cognitive psychology takes human input and output activities as the research object, analyzes the internal psychological changes between human input and output activities, infers the psychological activities behind them from the observable input and output phenomena, and probes into human cognitive psychological process from the outside and inside.

In today's social situation, social competition is becoming increasingly fierce. Both enterprises and employees need to find their core competitiveness in order to occupy a place in the fierce competition. In order to improve their comprehensive strength, enterprises expect to cultivate a group of employees with high working ability and loyalty in the process of human resource management and guided by the direction of enterprise development, so as to improve the comprehensive level of the enterprise. Employee career management is an important part of human resource management. Through planning and guiding the career development of employees, establish scientific and reasonable employee work objectives and performance appraisal system, and combine active employee skill training and guidance to promote the development and growth of employees. In order to promote the development of enterprise human resource management, this paper introduces cognitive psychology into employee career management, explores the problems of employee career management in human resource management under the guidance of cognitive psychology theory, and improves the level of enterprise human resource management from the perspective of employee cognition.

Objective: From the perspective of cognitive psychology, this paper analyzes the problems existing in employee career management in enterprise human resource management, and explores the optimization strategy of enterprise employee career management suitable for the current social and economic development situation. Under the guidance of cognitive psychology theory, the research analyzes the development direction of enterprise employee career management, helps enterprise human resource specialists take the enterprise development goal as the guidance, and improves employee cohesion and work level through human resource management, so as to achieve the purpose of common development of enterprises and employees.

Research design: This study uses analytic hierarchy process to construct the evaluation index system, analyzes the impact of employee career management factors on employees' work enthusiasm in enterprise human resource management, decomposes the employee career management problem into multiple target levels, and calculates and sorts the weight of indicators at each level by means of fuzzy quantification of qualitative indicators. Explore the importance of all levels of employee career management in improving employees' work enthusiasm.

Use the expert consultation method to preliminarily analyze the various levels of indicators of employee career management, and construct the employee career management index system. The standard level indicators of the index system are enterprise attention, salary system, career development, performance appraisal and work distribution.

Table 1. Changes of enterprise cognitive psychological characteristics of enterprise employees after reform

Test dimension	Before reform	After reform
Work enthusiasm	1.54±0.28	3.99±0.25
Corporate culture identity	1.35±0.26	3.83±0.42
Organizational open cognition	1.21±0.34	3.87±0.31
Organizational development cognition	1.43±0.32	3.95±0.26

Results: After the adjustment and reform of employee career planning, the changes of enterprise cognitive psychological characteristics of enterprise employees are shown in Table 1. Through the reform

and optimization of enterprise employee career planning, the work enthusiasm, corporate cultural identity, organizational openness and organizational development of enterprise employees have been significantly improved.

Conclusions: In the highly competitive social market situation, if enterprises want to seek long-term development and upgrading in the market, they must improve their human resource management level and make long-term enterprise development planning and design under the guidance of enterprise development objectives. In order to attract more high-quality talents, enterprises also need to strengthen the career management of employees and do a good job in the construction of corporate culture, so that employees can make common progress and development with enterprises in scientific and reasonable career planning, so as to achieve a win-win situation between enterprises and employees. Enterprises should enhance their awareness of human resource management, pay more attention to employees' career management, adjust the rationality of the overall salary system, establish a scientific and smooth channel for employees' career development, improve relevant performance appraisal system and allocation of work tasks, optimize employees' working environment and atmosphere, and stimulate employees' enthusiasm, Promote the common development and progress of employees and enterprises.

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RESEARCH ON THE APPLICATION OF OFFLINE ONLINE AND OFFLINE HYBRID PHYSICAL EDUCATION TEACHING MODEL FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: There are certain individual differences among different students. Different students have different abilities and methods of accepting knowledge, but students often have certain internal laws and characteristics in the process of learning. Based on psychological theory, educational psychology analyzes the internal law of psychological changes of students and teachers in educational activities, deeply excavates the psychological characteristics and changes of students in the process of teaching, and provides psychological theoretical basis for improving teaching quality. The theoretical basis of educational psychology can effectively help teachers comprehensively use a variety of teaching methods in the teaching process, design scientific, reasonable and targeted teaching programs based on students' individual characteristics, and help students improve their learning ability. Educational psychology theory can also effectively improve teachers' sensitivity to students' psychological changes, help teachers grasp the laws and opportunities of students' psychological changes, and promote students' mental health development.

In recent years, colleges and universities and the government have gradually realized the importance of students' physical education, the height of college physical education curriculum has been continuously improved, and the reform of college physical education curriculum has been gradually promoted and implemented. With the development of modern information technology and the integration of fields, the organic combination of information technology and higher education, online teaching mode has become a new educational means. The online and offline mixed education mode is also gradually applied in college physical education. Colleges and universities begin to use Internet technology and equipment to assist physical education, combined with advanced information technology means to improve students' enthusiasm for physical exercise and promote the all-round development of students' physical quality, knowledge and technology.

Objective: Based on the theory of educational psychology, the research deeply analyzes the learning psychological characteristics and change law of middle school students in the process of physical education teaching, analyzes the application of online and offline hybrid physical education teaching mode, excavates the effect of online and offline hybrid new teaching mode in actual college physical education teaching, and discusses the new path of college physical education curriculum reform, so as to provide reference for promoting the improvement of college physical education teaching quality. Under the guidance of educational psychology theory, the research deeply analyzes the advantages and existing problems of online and offline hybrid physical education teaching mode, understands the current situation of physical education teaching mode in colleges and universities, and expects to put forward reflection and suggestions on the development of physical education teaching mode.

Research design: The research adopts the method of comparative experiment to understand the differences between the new online and offline hybrid physical education teaching mode and the traditional