

RESEARCH ON THE APPLICATION OF MANAGEMENT PSYCHOLOGY IN THE INNOVATION AND DEVELOPMENT OF ENTERPRISES

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Background: Management psychology was created in the 1950s. In a word, it is a science that studies human psychological phenomena, the psychological processes and development laws in the process of management. It is the branch of industrial psychology that applies the knowledge of psychology to analyze, explain, and guide individual and group behaviors in management activities. Its purpose is to maximize the motivation of people, improve organizational structure and leadership performance, improve the quality of work and life, establish healthy and civilized interpersonal relationships, and achieve the purpose of improving management and developing production.

In recent years, with the rapid development of productivity, the labor-management contradictions in production relations are sharpened, enterprises urgently need to seek new management theories and methods, and the development and use of management psychology has emerged.

Objective: Apply management psychology to corporate management to enhance the company's operational development capabilities, improve the effectiveness and scientificity of corporate decision-making capabilities, better manage the existing employees within the company, and enhance the autonomy and enthusiasm of employees in their work; exert the employees' own value, provide theoretical reference and guidance for the development and management of the enterprise, enhance the internal operation ability of the enterprise in a true sense, and ensure the long-term and comprehensiveness of the enterprise's development.

Subjects and methods: The use of management psychology in corporate management mainly includes: corporate culture dissemination, training activities, creation of incentive systems, and strengthening of team management.

Management psychology requires managers to establish a relationship between corporate culture and employees' self-values, strengthen employees' sense of identity with corporate culture, and put employees' personal interests and corporate interests in the same position, in order to achieve the goal that the employees and the company are related to each other and advance and retreat together. Only when companies regularly carry out training activities can they keep pace with the times, continuously improve their work abilities, and innovate work results, so that the company can continue to develop in a sustainable and healthy manner in line with the needs of the times. Creating an incentive system is significant since talent strategy is the core strategy of an enterprise. The more prominent the salary incentive effect, the higher the cohesion of employees, the higher the labor efficiency, and the more significant the core competitive advantage of the enterprise. The enterprises should combine certain concepts in management psychology and adopt appropriate psychological methods to reasonably solve employees' previous conflicts.

Study design: Divide employees from 7 companies in a city that have not adopted the management psychology model into two groups. The observation group is guided by management psychology, and the control group maintains routine operations. One month later, design a questionnaire evaluation form, and calculate the corporate culture index, employee motivation index, employee satisfaction index, and team management index between the two groups by means of questionnaire surveys, and the sum is used as the overall management score. In addition, according to the evaluation data of the management personnel of each enterprise and the company's operating results, the performance indicators of each group are sorted separately.

Results: The overall management scores of each enterprise in the observation group and the control group are shown in Table 1, and the performance indicators of the observation group and the control group are shown in Table 2.

It can be seen from Table 1 that the overall management score of the observation group using management psychology has obvious advantages compared with the control group. In the actual work process, the efficiency, work enthusiasm, and working atmosphere of the observation group are greatly improved.

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2 \sum_{i=1}^n (y_i - \bar{y})^2}}$$

Use the Pearson Correlation Coefficient formula to calculate the correlation coefficients between the management scores and performance indicators of the observation group and the control group.

After calculation, the correlation coefficient between the management scores and the performance indicators of the observation group r_1 is 0.968, $r_1 > 0.8$, and the correlation coefficient between the management scores and the performance indicators of the control group r_2 is 0.837, $r_2 > 0.8$, so both the relationship between the management scores and performance indicators of the two groups is highly relevant. As can be seen in Table 2, the performance indicators of the observation group using management psychology are overall ahead of the control group. This shows that the application of management psychology has improved the management level of the enterprise, and the higher management level is directly related to the final performance data, which in turn affects the smooth operation and long-term development of the enterprise.

Table 1. Management score table of each enterprise

Company	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Observation group	8.2	7.9	8.3	8.5	8.4	8.7	8.1
Control group	4.3	5.2	5.8	5.1	5.8	4.8	5.6

Table 2. Performance indicators

Company	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Observation group	0.53	0.49	0.55	0.56	0.56	0.58	0.53
Control group	0.12	0.19	0.24	0.18	0.23	0.22	0.26

Conclusions: Through the application of management psychology, the management level of the company has been significantly improved, which is reflected in the employees' more active work enthusiasm, higher sense of corporate responsibility and more comfortable working environment; reflected in the management level, the company performance is significantly improved, the labor relations are more stable, and the labor costs are greatly reduced. In today's situation, talent strategy has become more and more important for enterprises. Only with high-quality and innovative talents can the company's own competitiveness be improved. The effective application of management psychology in company management and human resource development provides a new and high-quality approach to the enterprise's talent strategy and overall development, which should be paid attention to.

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ADAPTABILITY ANALYSIS OF ANXIETY PATIENTS TO PUBLIC MANAGEMENT EDUCATION REFORM

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Background: From the generation and gradual accumulation of anxiety to the formation of anxiety disorder, this process is a long and painful process for patients with anxiety disorder. Patients with anxiety disorder often shoulder a large burden in their psychological life and social life. In addition, anxiety disorder may also cause physiological disorders such as headache, muscle soreness and pain, resulting in great pain for patients. Patients with anxiety disorder will experience three main psychological stages: negation, anxiety and acceptance. In terms of psychological distress, the anxiety content of patients with anxiety disorder is often events that may not appear or are difficult to predict in advance in their daily life, and this sense of anxiety is persistent and reflected in the details of patients' life behavior. The embodiment of these life details will further strengthen the psychological anxiety symptoms of patients with anxiety disorder, leading to a vicious circle. This psychological state of anxiety is called "expected anxiety state". Patients in this state usually show a state of being extremely sensitive to the stimulation of the external environment, unable to control their thoughts, but also have psychological fear and avoidance of external things, which will further affect their personal life. The response of anxiety patients to anxiety is mainly divided into two kinds. One is evasive behavior, that is, negative emotion, immersed in their own anxiety and fantasy, difficult to respond to external information and raise corresponding interest, which reflects