

psychological fatigue and tension, so as to reduce the mental health level and quality of life of college managers.

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 incentive mechanism is an important part of human resource management. Through the establishment of scientific and reasonable employee work objectives and performance appraisal system, combined with active employee skill training and guidance, it can promote the development and growth of employees. In order to promote the development of enterprise human resource management, this paper introduces the analysis of managers' psychological anxiety into the research on the construction of employee incentive mechanism, explores the problems of employees' incentive mechanism in human resource management, and improves the level of enterprise human resource management from the perspective of managers' psychological anxiety.

**Objective:** From the perspective of psychology, the research analyzes the health level of university managers, understands the degree of psychological anxiety of university managers, analyzes the causes of psychological anxiety of university managers, explores the impact of incentive mechanism of university human resource management on the psychological anxiety of university managers, and hopes to provide reference for improving the level of human resource management and promoting the improvement of psychological health level of university managers. Through the incentive mechanism, the management level of colleges and universities can be improved to promote the development of human resources.

**Subjects and methods:** Taking the managers of a university as the research object, aiming at the anxiety psychological characteristics of the managers of a university and the current situation of human resource management, this paper uses the analytic hierarchy process to construct the evaluation index system, analyzes the impact of the incentive mechanism of human resource management on the work enthusiasm and psychological anxiety of the managers of a university, and decomposes the incentive mechanism of human resource management into multiple target levels. Through the way of fuzzy quantification of qualitative indicators, this paper calculates and sorts the weights of indicators at all levels, and discusses the importance of human resource management incentive mechanism at all levels in improving the work enthusiasm and mental health level of university managers. Using the expert consultation method, this paper makes a preliminary analysis on the various levels of indicators of the incentive mechanism of human resources management, and constructs the index system of the incentive mechanism of human resources management. The standard level indicators of the index system are salary change, career development and performance management.

**Results:** The weight calculation results of hierarchical indicators of human resource management incentive mechanism are shown in Table 1.

**Table 1.** Weight calculation results of hierarchical indicators of human resource management incentive mechanism

Hierarchy index	Index weight
Salary changes	0.327
Career development	0.414
Performance management	0.229

**Conclusion:** In recent years, with the development of social economy, the requirements for the working ability of college managers are higher and higher. College managers are prone to psychological imbalance. College managers are under psychological pressure for a long time, which is not conducive to the development of college administrative affairs and efficient long-term development. Colleges and universities should enhance their awareness of human resource management, pay more attention to the incentive mechanism of human resource management, and help managers alleviate their psychological anxiety through reasonable incentive measures.

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## RESEARCH ON CURRICULUM REFORM OF FINANCIAL MANAGEMENT SPECIALTY IN HIGHER VOCATIONAL COLLEGES CONSIDERING AUDIENCE PSYCHOLOGY

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**Background:** As a highly logical subject, financial management has high requirements for students' logical thinking. Students often fear difficulties in the process of learning financial management, so they give up the study of financial management. But as we all known, any knowledge is acquired gradually on a zero basis. Therefore, in order to improve the problems faced by the current situation of financial management teaching in higher vocational colleges and solve the psychological imbalance of students in learning, the research puts forward to explore the reform path of financial management. In essence, the teaching reform of financial management is influenced by students and teachers, and teachers' teaching is often affected by the school atmosphere. School types play a leading role in the impact of financial management. Schools often arrange different class hours for each subject according to the learning atmosphere and type of the school. For example, financial schools take financial management as the main subject. The impact of students' gender on financial management is that a large number of studies believe that boys have more advantages in understanding logical words than girls, but some studies believe that girls have more advantages in paragraph processing and organization. Therefore, it is necessary to reasonably allocate the target objects in the reform in order to realize the universality of financial management teaching.

Audience psychology is a psychological science that studies social groups in psychological research. In audience psychology, it is proposed that audience psychology has certain psychological effects, including prestige effect, business card effect, self-effect, halo effect, projection effect and conformity effect. Specifically, the prestige effect in the audience's psychology refers to that the audience is influenced by the authority of the dialogue object, that is, the authoritative speech will have a certain impact on the audience's psychology. Business card effect refers to that the disseminator first transmits some views or ideas they can accept, are familiar with and like to the audience, and induces the audience to make an impression through ideas and views in the communication. Self-effect refers to that the audience classifies themselves and communicators into the same kind of people, that is, they join the ranks of communicators. At this time, the audience and communicators should have the desired interests and preferences. Halo effect refers to that the living environment of the audience is affected by others. When the personal social reputation in the outside world is damaged, the audience will also be affected. Projection effect refers to that when the audience receives information for the first time, their psychology is relatively closed, and they will self-evaluate the outside world with their own psychological feelings and psychological needs. Under the influence of conformity effect, the psychology of the audience will be guided by others, and there will be conformity in behavior and cognition. From the research status of audience psychology, we can know that audience psychology is mainly applied to the social chain in which one party plays a leading role.

**Objective:** Based on the theory of audience psychology, this study analyzes the problems existing in the innovation education reform of financial management major in higher vocational colleges, puts forward the direction of financial management education reform in higher vocational colleges, expects to improve the quality of financial management education in higher vocational colleges, transport more high-quality financial management professionals for national construction and development, and alleviate the employment pressure of financial management graduates in higher vocational colleges.

**Subjects and methods:** The research adopts the method of stratified cluster random sampling, randomly selects 200 students majoring in financial management in higher vocational colleges as the research object, understands the financial management education in higher vocational colleges from the perspective of students majoring in financial management in higher vocational colleges, collects the opinions and suggestions of students majoring in financial management in higher vocational colleges on professional education, and starts from the four aspects of teacher team construction, curriculum content setting, curriculum development extension and practice platform construction, understand the innovative education reform of financial management specialty in higher vocational colleges from the perspective of students majoring in financial management. The subjects were divided into experimental group and control group. The experimental group was taught by the new teaching mode, while the control group was taught according to the previous teaching mode and arrangement. The experiment lasted for 3 months. By comparing the learning situation and learning acceptance psychology of the experimental group and the control group, this paper analyzes the effectiveness of the teaching reform of financial management specialty in higher vocational colleges.

**Results:** The psychological conditions of learning acceptance of students in the experimental group and the control group are shown in Table 1.

**Table 1.** The psychological situation of learning acceptance of students in the experimental group and the control group

Test dimension	Experience group	Control group
Learning acceptance psychology	3.8	1.5
Model satisfaction	3.7	1.2

**Conclusions:** Under the new social situation, students majoring in financial management are facing opportunities and challenges. Students majoring in financial management are required to seize employment opportunities and improve their self-worth. Higher vocational colleges should also create a good innovation education environment for students majoring in financial management, optimize the innovation education reform of financial management in higher vocational colleges based on audience psychology, pay attention to the organic integration of financial management curriculum content and innovation and entrepreneurship, and help students majoring in financial management in higher vocational colleges realize the development of innovation and entrepreneurship.

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## RESEARCH ON THE INFLUENCE OF RURAL EMPLOYEES' PSYCHOLOGICAL ANXIETY ON THE PRACTICAL DILEMMA AND PATH DEVELOPMENT OF RURAL REVITALIZATION

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**Background:** Anxiety is a kind of comprehensive negative emotion, which refers to the tension and anxiety caused by individuals' excessive worry about the future and destiny. When individuals subjectively predict the pressure and threat they will face, and it is difficult to find countermeasures quickly, individuals may have a variety of psychological states such as anxiety, tension and panic. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. Psychological anxiety refers to the panic and anxiety caused by social individuals in the face of difficulties or obstacles because they are difficult to solve in time or worried that they cannot solve them effectively. Appropriate psychological anxiety can promote individual behavior and effectively urge individuals to improve self-efficiency. However, excessive psychological anxiety will seriously affect the quality of individual mental health and lead individuals to fall into negative emotions. With the advancement of social and economic development, the speed of social development is accelerating day by day, and social competition is fierce, which makes contemporary people's mental anxiety problems occur frequently, and many people are suffering from different degrees of mental anxiety. The ever-changing social form has brought great pressure on people's life, work, family and interpersonal communication, which makes people fall into a state of mental anxiety for a long time, affects people's mental health and reduces people's quality of daily life. In the high-pressure modern social situation, mental anxiety has become the spiritual normality of modern people. People more or less have certain mental anxiety, which requires people to relax their body and mind and adjust their psychological balance by diverting their attention and other ways.

"Rural Revitalization" strategy emphasizes the importance of rural industrial revitalization in national development, and points out that rural industrial revitalization requires scientific overall planning from the top-level design, so as to ensure the implementation of rural revitalization strategy. The proposal of rural revitalization strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. As the main strategy of China's current development, the "Rural Revitalization" strategy has been paid more and more attention by all sectors of society. In the "Rural Revitalization" strategy, we take the countryside as the strategic point and drive the rural development by looking for the rural development path. At present, China's "Rural Revitalization" is mainly concentrated in the poorer inland areas. By opening up the road from the countryside to the economic market, with the help of China's relatively developed economic market, we can expand the rural external contact area, and then sell the relevant products in the countryside. Returning entrepreneurs are one of the important driving forces of the rural revitalization strategy. Returning entrepreneurs can effectively introduce high-quality talents and resources and promote the development and progress of rural economy.

**Objective:** The research analyzes the correlation between the psychological anxiety of rural employees