

there are significant differences in the SAS score data of any two groups in the three groups, and the average score of the members of the experimental group 1 receiving psychological counseling is the lowest, which is 42.6, which is in the level of no anxiety, followed by the experimental group 2, which is also in the level of no anxiety, with the average SAS score of 48.4

Conclusions: Due to the influence of COVID-19 and Sino US trade war, the employment pressure of Chinese college students has increased significantly, resulting in some poor college students suffering from different degrees of employment anxiety. In order to explore the effect of different psychological education strategies on alleviating the employment anxiety of poor college students, this study designed a comparative experiment based on different psychotherapy methods. The experimental results show that after the completion of the psychological intervention experiment, there are significant differences in the SAS score data of any two groups in the three groups, and the average score of the members of the experimental group 1 receiving psychological counseling is the lowest, which is 42.6, which is in the level of no anxiety, followed by the experimental group 2, which is also in the level of no anxiety, with the average SAS score of 48.4. That is, psychological counseling or music combined with exercise therapy can alleviate the employment anxiety of poor college students, but the treatment effect of the former is more significant.

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THE INFLUENCE OF MARKETING PERFORMANCE MANAGEMENT ON BUSINESS STAFF'S ANXIETY

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Background: Anxiety disorder, also known as anxiety neurosis, is the most common kind of neurosis. It is mainly characterized by anxiety emotional experience. It refers to the negative and complex emotional states such as tension, anxiety, worry and worry caused by possible dangers, losses and threats in the future. The main clinical manifestations of anxiety disorder include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety, and motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. At present, due to the dual impact of the COVID-19 and the Sino US trade war, the growth of the consumer end in most industries in China has become slow, or even has a significant decline, which has a more significant negative effect on the marketing business personnel. If the performance management model is not adjusted, the marketing business personnel will have great work pressure, and some people will even suffer from anxiety.

Objective: To analyze the correlation between the severity of performance management and the anxiety symptoms of marketing professionals by carrying out group social experiment. So as to put forward some marketing management countermeasures that have positive benefits for marketing business personnel and enterprise managers under the current economic background.

Subjects and methods: A famous domestic retail enterprise was selected to cooperate with it, and relevant departments of the company were required to cooperate with the research team to carry out social experiments. Specifically, the arrangement is as follows. 80 front-line marketing business personnel with varying degrees of anxiety symptoms are selected from the marketing department of the enterprise, and the selected objects are divided into four groups, each group containing 20 people. Firstly, the basic information of each group was counted and the significance of difference was tested. After confirming that there is no significant difference between all basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or re select the research object from the cooperative enterprise. Then let the members of each group perform the same marketing tasks, but the marketing performance management methods of each group are different. One group has no performance management, and the other three groups design the performance management mode according to the difficulty of simple, normal and difficult. According to the performance management mode, the above four groups are named nonperformance management group, simple group, normal group and difficult group respectively. The experiment lasted for 40 working days. Before and after the experiment, SAS questionnaire survey should be carried out to understand the changes of their anxiety. In addition, all the measurement data in the study are displayed in the form of mean \pm standard deviation for *t*-test. The

counting data are displayed in the form of number or proportion of number for chi square test, and the significance level of difference is set to 0.05.

Results: The SAS score data of each group before and after the experiment are shown in Table 1.

Table 1. SAS score data of personnel in each group

Questionnaire time	No performance management group	Simple group	Normal group	Difficulty group
Before experiment	63.5±2.5	63.3±3.1	63.5±3.0	63.4±2.8
After the experiment	47.3±2.6	51.0±3.4	63.7±3.4	68.7±2.0

It is known that there is no significant difference in SAS score data between all groups before the experiment. According to Table 1, with the increase of the strictness of marketing performance management, the SAS score data of each group shows a downward trend as a whole. Specifically, the average SAS score data of no performance management group, simple difficulty performance management group, normal difficulty performance management group and difficult difficulty performance management group after the experiment are 47.3, 51.0, 63.7 and 68.7 respectively. According to the common SAS score classification rules, the severity of anxiety symptoms successively belongs to no anxiety, mild anxiety, moderate angle and moderate anxiety.

Conclusions: With the continuation of the COVID-19 and the Sino US trade war, the consumption capacity of the Chinese people has decreased significantly, resulting in increased work pressure on the front-line marketing salesmen of enterprises. In order to study the correlation between the severity of performance management and the anxiety symptoms of marketing business personnel, this study designed and carried out a group social experiment. The experimental results show that with the increase of the strictness of marketing performance management, the SAS score data of each group shows a downward trend as a whole. Specifically, the average SAS score data of no performance management group, simple difficulty performance management group, normal difficulty performance management group and difficult difficulty performance management group were 47.3, 51.0, 63.7 and 68.7 respectively. The experimental data show that the difficulty of performance management in the marketing industry is one of the important reasons for the anxiety of business personnel. It is suggested that enterprises should appropriately reduce the performance objectives of enterprise marketing in the current economic environment, so as to alleviate the work anxiety of marketing personnel and reduce the turnover rate of enterprise personnel, but the performance management objectives should not be set too low, because it will lead to a significant decline in the profitability of enterprises.

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THE IMPROVEMENT EFFECT OF BUSINESS ADMINISTRATION REFORM ON EMPLOYEES' ANXIETY UNDER MANAGEMENT PSYCHOLOGY

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Background: Management psychology is a subject that studies the law of human behavior and its potential psychological mechanism in organizational management activities, uses scientific methods to improve management, continuously improves work efficiency and management efficiency, and finally realizes organizational objectives and personal all-round development. Management psychology, also known as industrial and organizational psychology in the west, is a discipline that studies the law of human behavior and its potential psychological mechanism in organizational management activities. It belongs to the research category of psychology and is an important branch of psychology. The research object of management psychology is the law of human behavior and its potential psychological mechanism. In other words, management psychology not only explores the laws of human behavior in organizational management activities, but also reveals the potential psychological mechanism behind these behaviors. The research object of management psychology determines that its research content should be based on people's psychological activities and radiate to the related problems at the behavioral and organizational levels. The research content can mainly include the following five aspects: motivation management, cognitive management, emotion management, behavior management and organization management. At present, China's reform and opening up has entered the deep-water area, and the national industrial structure is undergoing great changes. Under this background, enterprise employees in traditional industries