

hand, as one of the main bodies of social operation and regional economic development, the company's environmental awareness is also worthy of attention. Under the current trend of integration of production and education in colleges and universities, it is of practical significance for the future sustainable development of the company and society to add the idea of integration of production and education based on occupational psychology to environmental education in colleges and universities. Employment thinking should also have an impact.

**Objective:** To study whether the integration of production and education in college environmental education can affect students' occupational psychology, and to explore whether this education model can improve students' occupational psychology and relieve their employment anxiety.

**Subjects and methods:** 184 college students who need to study environmental education in a university were selected as the research objects of this experiment, and they were divided into two groups of 92 people. One group received environmental education courses that combined production and education as an experimental group, and the other group received general environmental education as a control group. The observation period is 6 months, and the students' psychological condition, employment anxiety and teaching effect are evaluated and analyzed before the start of teaching, after the teaching and during the teaching process. The measurement methods used in this study include the Symptom Checklist 90 (SCL-90), a self-developed employment anxiety test scale, and the teaching results of environmental education.

**Results:** Table 1 describes the results of statistical analysis of the results of the two groups of students' employment anxiety test before and after teaching. It can be seen that there is no significant difference in employment anxiety between the two groups before the teaching begins, but the anxiety level of the experimental group is lower than that of the control group after the teaching, and the difference is statistically significant ( $P < 0.05$ ).

**Table 1.** Difference analysis results of employment anxiety between groups

	Before the education	After the education
<i>P</i>	0.621	0.046*

Note: \* indicates that the experimental group presented a lower anxiety level in this item.

**Conclusions:** Environmental education in colleges and universities is a very important part of the teaching content that college students need to practice. Under the current trend of combining production and education in college education, content related to college students' future careers should be added to the teaching of each subject. In order to have a positive impact on the environmental thinking and occupational psychology of the student group, and contribute to the sustainable development of the social and economic environment, this research is based on the theory of occupational psychology, combining production and education with environmental education in colleges and universities to carry out an education model. The experimental results show that the designed environmental education course with the combination of production and education has a good positive impact on the students' employment anxiety, the average employment anxiety level of the students is significantly reduced, and the students' learning efficiency in the environmental education course has also increased.

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## THE INFLUENCE OF THE CONCEPT OF CORE COMPETITIVENESS BASED ON PSYCHOLOGY ON THE CONCEPT OF CONTEMPORARY ENTERPRISE MANAGEMENT

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**Background:** Management is a kind of psychology, which applies the principles and knowledge of psychology to management. In enterprises, the research objects of management psychology are employees and those who are managed. Through comprehensive and systematic psychological research, we can mobilize employees' work enthusiasm and creativity as much as possible, so as to improve management

strength and work efficiency. Management psychology came into being at the end of the 19th century, which has a great relationship with the emergence of industrialization. Management psychology is the further refinement of management. For enterprises, if they want to improve their core competitiveness, they must use the relevant knowledge of management psychology to manage the enterprise. With the help of psychology, the core competitiveness of enterprises can be further improved. The core competitiveness plays an important role in the survival and development of enterprises. The core competitiveness means the ability of enterprises to find resources suitable for their advantages and organize and allocate these resources. The key to the core competitiveness is talent training. Enterprises need to cultivate high-quality talents and carry out a series of innovations such as technological innovation and management innovation, so as to show the comprehensive advantages unmatched by other enterprises. In this way, enterprises can develop for a long time and occupy a certain position in the market competition. In addition to talent training, technological innovation also occupies an important position in the core competitiveness. Innovation is the driving force for the continuous development and progress of enterprises. When enhancing the core competitiveness, it is necessary to proceed from the reality of the industry in which the enterprise is located, adjust the positioning of enterprise innovation through comparative research on advanced similar enterprises at home and abroad, introduce, digest and innovate advanced technologies at home and abroad, and form an enterprise technological innovation system through a series of technological innovation activities, Promote the rapid development of enterprises. The enterprise management theory developed in the 19th century. At that time, it did not pay attention to the core competitiveness. Until now, the management theory is slowly taking shape, and managers are gradually familiar with the concept of core competitiveness. Relevant management researchers believe that it is necessary to rebuild the basic knowledge and skills of enterprises and form the ability to stand alone. Therefore, from the perspective of management psychology, this paper studies the impact of the concept of core competitiveness on the contemporary enterprise management concept, and analyzes the working state of employees before and after the change of management concept.

**Objective:** In order to study the influence of the concept of core competitiveness on the contemporary enterprise management concept, understand the development and content of the concept of core competitiveness and the concept and related content of enterprise management, and analyze the problems existing in the current enterprise management and the working state of employees. On this basis, this paper puts forward the Enlightenment of core competitiveness to management enterprise management. Under the influence of the concept of core competitiveness, the management of enterprises has changed from paying attention to the adaptability of enterprises to the environment to strengthening the improvement of their own quality. Enterprises began to pay attention to cultivating the advantages of sustainable competition, pay attention to the cultivation of people, strengthen the training of employees in the management process, emphasize the concept of corporate culture and the main production direction, and improve the work enthusiasm and efficiency of employees through the innovation of assessment methods, so that employees can develop their personality and improve their innovation ability under the free management.

**Subjects and methods:** The research object are enterprise employees. 72 employees are randomly selected from a large enterprise. The selection criteria of the research object are position, age, gender, family environment and income. These employees have different personalities and professional and technical levels. Understand their specific situation at work, the core competitiveness of the enterprise and the management of the enterprise, analyze the causes of poor working conditions of employees, and record relevant data. Through statistical software to process and analyze the data, study the changes of employees' working state before and after enterprise management innovation, and quantify the specific factors. The score adopts grade 1-5. The higher the score, the heavier the degree.

**Results:** with the continuous development of economy, enterprises pay more and more attention to the core competitiveness, which promotes the change of enterprise management. Enterprises pay more attention to talent training and technological innovation. Through the innovation of assessment methods and other relevant measures, the enthusiasm of employees is significantly improved. The innovation ability score of gold collar employees is 4.67, which is higher than that of blue-collar employees. The results are shown in Table 1.

**Table 1.** Working conditions of employees of different occupational levels after enterprise management innovation

Occupational grade	Innovation ability	Work enthusiasm	Work efficiency
Blue collar	3.78	4.76	4.75
White collar	4.21	4.64	4.37
Gold collar	4.67	4.78	4.56

**Conclusions:** In enterprises, the research objects of management psychology are employees and those who are managed. Through comprehensive and systematic psychological research, we can mobilize employees' work enthusiasm and creativity as much as possible, so as to improve management strength and work efficiency. For enterprises, if they want to improve their core competitiveness, they must use the relevant knowledge of management psychology to manage the enterprise. With the help of psychology, the core competitiveness of enterprises can be further improved. Pay attention to the cultivation of talents and technological innovation. Stimulated by the assessment mechanism, employees' work enthusiasm has been greatly improved and their innovation ability has been improved to a certain extent.

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## THE INFLUENCE OF THINKING LOGIC ON THE CULTIVATION OF CROSS-CULTURAL COMMUNICATIVE COMPETENCE IN CONTEMPORARY FRENCH EDUCATION

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**Background:** Due to the integrated development of world politics, economy and culture and the increasingly close and frequent international exchanges under the background of globalization, cross-cultural communicative competence has become a new requirement for the cultivation of comprehensive quality talents at this stage. Thinking logic comes from mathematical language. At the same time, logical thinking ability is also the basic ability for students to analyze their own behavior motivation, interests and values. It is composed of analysis and synthesis ability, deductive reasoning ability, classification and induction ability and comparison and comparison ability. When the ability of logical thinking is applied to the cross-cultural exchanges between China and France, it will be reflected in the thinking of the composition of social and family organizations, the comparison of the national spirit between the Chinese people and the Gallic rooster, the difference of traditional culture and social environment, etc. At present, the content of French teaching focuses on the traditional language learning methods, such as vocabulary accumulation, basic grammar, etc., while the cultural temperament and cultural differences contained in linguistics are less involved. In the process of French teaching, we should not only pay attention to improving students' ability, but also pay attention to the cultivation of students' mental health consciousness and cultural communication adaptability. The cultivation of cross-cultural communication ability in French education not only helps students strengthen their emotional cognition ability and self-protection consciousness, but also helps students analyze the psychological and behavioral patterns of communication objects. In view of the close combination of linguistics and culture, the cultivation of cross-cultural communication ability in contemporary French education can use the meaning memory method of associative logical thinking to strengthen students' mastery of vocabulary. Psychological research on human senses and memory shows that the memory of French vocabulary needs to combine a variety of sensory ways, visual memory for the letter composition of vocabulary, auditory memory for the pronunciation of words, and action memory for the writing of words. Different students have different memory abilities. Therefore, the combination of the three memory methods can help all students memorize words skillfully.

**Objective:** This study starts with the ability of thinking logic to explore the optimal learning methods of vocabulary memory in contemporary French education. Based on the teaching principles of vocabulary memory method and associative word meaning memory method integrating hearing, vision and action memory, this paper studies the teaching implementation of French classroom from the different perspectives of teachers and students, and expects the optimized French classroom to achieve the result of cultivating students' cross-cultural communication ability between China and France.

**Subjects and methods:** This experiment refers to the method of cultural research to investigate students' logical thinking ability. The experiment randomly selected 50 students from the French classroom participating in the optimized teaching and the traditional French teaching as the experimental objects. The students' cross-cultural communication ability between China and France was investigated from the four perspectives of analysis and comprehensive ability, deductive reasoning ability, classification and induction ability and comparative ability. 25 questions were designed in each direction, and the students' scores were used as the evaluation basis of the cross-cultural communication ability between China and France.

**Results:** Table 1 shows the comparison of the assessment results of cross-cultural communicative competence between China and France in different student groups.