

only a part of a complete reporting process, because a legitimate employee reporting behavior includes not only reporting within the company, but also reporting to public authorities outside the company and even to the media and the Internet. The employees of the company are within the company and have the natural advantage of obtaining information about the company's violations of laws and regulations. If the legal system makes good use of this advantage, it will have great practical value. Reporting plays an important role in corporate governance. It can exist in the company as a representative of public interests and monitor the company's behavior to protect the interests of shareholders and the public.

Objective: There are hundreds of thousands of reporting provisions in China's legal documents. If we add the reporting and disclosure system similar to the reporting function, the number of legal provisions will increase by tens of thousands. However, these provisions do not seem to play their due role in corporate governance. Based on the theory of social psychology, this study studies the company's illegal behavior reporting rules, in order to explore the impact of the rules on employees' psychology, in order to provide some reference for the improvement of relevant systems in China.

Subjects and methods: In this study, 200 employees were investigated. The employees were divided into control group and observation group, with 100 cases in each group. The observation group applied the company's illegal behavior reporting rules for training, and the control group applied the traditional management model. After the experiment, the anxiety of the two groups of employees was evaluated. The self-designed enterprise employee anxiety evaluation scale was used to evaluate the psychological status of all subjects before and after the intervention. The enterprise employee anxiety evaluation scale included a total of 7 items, each with 0-3 points, and the total score was 21 points. The final score is 15-21 points for severe anxiety, 11-14 points for moderate anxiety, 8-10 points for mild anxiety, and 0-7 points for no anxiety. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: The scores of the two groups of enterprise employees' anxiety evaluation scale are compared, as shown in Table 1. There was significant difference between the two groups ($P < 0.05$). In the later intervention process, the scores of both groups decreased gradually ($P < 0.05$).

Table 1. Two groups of enterprise employees' anxiety evaluation scale scores

Overall effect		<i>F</i>	<i>P</i>
Enterprise employee anxiety rating scale	Intervention effect	3.513	0.082
	Time effect	21.405	<0.001
	Interaction effect	3.179	0.011

Conclusions: The company's internal reporting system is an important part of the company's internal control system. Its essence is an information disclosure behavior, which encourages the company's employees to supervise the company's behavior as the representative of the public, so as to effectively protect the interests of shareholders, prevent the company's business risks, and improve the effectiveness of the internal control system. Therefore, we should pay attention to the important role of employee reporting in the company's internal control system. The legislation on private sector reporting should focus on the company's internal employees, encourage the company to establish an internal reporting system, and increase the external incentives for whistleblowers. The results of this study showed that there were significant differences in the scores of the enterprise employee anxiety evaluation scale between the two groups as a whole ($P < 0.05$). In the later intervention process, the scores of both groups decreased gradually ($P < 0.05$).

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ANALYSIS ON THE IMPACT OF CROSS-BORDER E-COMMERCE LOGISTICS MODEL INNOVATION ON SOCIAL CONSUMPTION PSYCHOLOGY

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Background: Consumer psychology is an interdisciplinary and emerging discipline, including part of personality psychology and social psychology. The research object of consumer psychology is the

psychological and behavioral processes in consumer activities such as obtaining information, purchasing goods and enjoying commodity value, as well as the impact of various factors on consumer psychological and behavioral processes. Grasp the psychological and behavioral processes in consumer activities such as purchasing goods and enjoying commodity value, as well as the impact of various factors on consumer psychological and behavioral processes, and grasp the regularity of consumer psychology, and put forward the corresponding marketing strategies and methods. Online shopping is booming in the Internet era. College students, as one of the main consumers of online shopping, account for an increasing proportion of daily expenses. The products in the domestic market can no longer fully meet the growing consumer demand of college students, so college students gradually turn their eyes to the foreign market, and the demand for overseas shopping continues to expand. In this shopping process, cross-border e-commerce platforms have had a certain impact on their consumption, and they have also formed their own consumption characteristics. Cross border e-commerce is a new type of trade which has been booming all over the world. It relies on developed international logistics and high-speed Internet to directly face and meet the needs of end customers. It has the advantages of low cost, low threshold, short cycle and few links. Cross border e-commerce stimulates and promotes the development of cross-border logistics. The continuous development of cross-border e-commerce logistics has also brought a series of problems. In terms of distribution scope, logistics efficiency and information collection and processing, it cannot meet the development of cross-border e-commerce, and even hinder its development. The first is speed. At present, most cross-border e-commerce logistics companies use international postal parcels. Although the price is low, international express parcels mostly use the form of centralized delivery, so the timeliness is poor and it is difficult to satisfy customers. The second is the cost. Some businesses also use international express, but the price of international express is higher. Merchants will eventually transfer the logistics costs to the commodity prices purchased by consumers. The commodity prices remain high, and consumers are more inclined to buy locally. Finally, logistics informatization. If cross-border logistics cannot collect and track logistics information well, it will lead to information asymmetry between buyers and sellers, and ultimately reduce consumer satisfaction.

Objective: At present, college students are generally born after 2000. As soon as they are born, they are influenced by the new trend of thought. Family planning makes these only children have a strong sense of independence and individuality. The cross-border e-commerce platform provides a new platform for college students' consumption. On this basis, college students' consumption concepts and behaviors have also changed. Therefore, this study will conduct a detailed analysis and Research on the consumption concept of cross-border e-commerce college students.

Subjects and methods: This research take 600 college students as the survey object, and carries out publicity and education on the innovation of cross-border e-commerce logistics mode for college students. After the intervention, the self-designed consumption concept classification scale was used to evaluate the consumption psychology of college students. The scale has designed some questions on different sports consumption views, and conducted a survey on teenagers. They make a "yes" or "no" judgment. According to the answers, they are classified into five sports consumption views. In the research process, the students' psychological state was statistically analyzed by SPSS20.0 and Excel.

Results: The cross-border shopping consumption view of college students is shown in Table 1. The results show that practical type is the first consideration in purchasing decision. The characteristics of frugal consumption view are that college students are sensitive to the price of commodities. The characteristic of experiential consumption view is to attach importance to consumption experience. The characteristic of conspicuous consumption is to attach importance to others' praise of their own consumption. The unique consumption view is characterized by its own unique understanding of commodities.

Table 1. Cross border shopping consumption view of college students

Consumption view	Practical type	Show off type	Experience type	Frugal	Idiotype	Total
Male	64	44	87	24	28	246
Female	62	85	40	49	63	303
Total	126	128	132	73	90	548
Composition ratio / %	22.9	23.3	23.9	13.2	16.5	100

Conclusions: The vigorous development of cross-border e-commerce based on Internet technology has had a great impact on the consumption psychology and behavior of college students. There are various forms of cross-border e-commerce online publicity means, using "online celebrity economy" and "celebrity effect" to attract college students and stimulate their consumption desire. Under this influence, college students' consumption is trendy, personalized and even leads to a series of irrational consumption behaviors, such as some college students' ahead consumption. Therefore, college students should establish a correct

consumption concept, learn to manage money reasonably, make rational use of disposable income, and reasonably avoid the temptation of “colorful” online publicity.

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RESEARCH ON THE INFLUENCE OF TRADITIONAL MUSIC AESTHETIC VALUES ON COLLEGE STUDENTS’ EMPLOYMENT ANXIETY

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Background: With the expansion of college enrollment and the increase of the number of graduates, the society has higher and higher requirements for the quality of talents, and the employment competition is becoming more and more fierce. The grim employment situation of college students has become an indisputable fact. The employment of college graduates has become the focus of social attention, especially for graduates who are difficult to obtain employment, it has become the focus of the government and colleges. Therefore, our government and universities have issued a series of policies to solve the problem of difficult employment. Due to the influence of various factors, the employment difficulties of college students still cannot be solved. How to effectively solve the employment problems of college graduates still needs the joint efforts of the government, colleges and society. In recent years, employment anxiety has become an important factor affecting the mental health of college students. It is very important to explore practical measures to alleviate the employment anxiety of college students. College students with employment difficulties can generally be understood as those who are in a weak position in psychological, physical, learning, economic and comprehensive quality. Although such college students are willing to get employment, they will not be able to get employment due to various reasons, such as family economic difficulties, incorrect employment concept, high requirements of employers, and physical or psychological problems. In academic research and teaching, although the concept of “Chinese traditional music aesthetics” has long been formed and basically recognized by the academic community, many students do not have a clear understanding of what “Chinese traditional music aesthetics” is. Some confuse it with “Chinese Ancient Music Aesthetics” and some worry that it has an ambiguous relationship with “Chinese traditional music appreciation”. Therefore, students may not know how to study “Chinese traditional music aesthetics” and what kind of discipline it is. For traditional music, more attention is paid to the research on “music form”, regional music and a specific event, while the research from the perspective of aesthetics is relatively weak. There may be many reasons. At present, colleges and universities have not established the discipline consciousness of “Chinese traditional music aesthetics”, and have not realized the significance and value of such a discipline, especially the impact on students’ anxiety psychology.

Objective: Chinese traditional music aesthetics is a theoretical discipline that takes Chinese traditional music as the research object, summarizes its laws and explains its significance. This discipline is not related to general music aesthetics, nor can it replace its own construction with the study of Chinese ancient music aesthetics. As aesthetics, Chinese traditional music is naturally incomplete in the disclosure of laws, and focuses on meaning interpretation as its own academic method. It is based on the study of traditional music forms, makes full use of the theoretical resources of ancient music aesthetics, draws lessons from the theoretical system of western aesthetics, and introduces the dimension of culturology for in-depth interpretation. Aiming at the employment anxiety of college students, this study hopes to improve the psychological anxiety of college students through the traditional music aesthetic values education model.

Subjects and methods: In this study, 400 college students with employment anxiety were randomly divided into experimental group and control group, with 200 students in each group. The experimental group used the traditional music aesthetic values education model for teaching; The control group used routine teaching mode. After the intervention, combined with the current psychological status of college students, Hamilton Anxiety Scale (HAMA) was used to evaluate the anxiety status of students before and after the intervention. HAMA scale can reflect the severity of the disease. A score lower than 6 indicates no anxiety, a score between 7 and 17 indicates possible anxiety, a score between 14 and 21 indicates anxiety, and a score greater than 21 indicates significant anxiety. In the research process, the students’ psychological state was statistically analyzed by SPSS20.0 and Excel.

Results: As shown in Figure 1, the HAMA scores of the experimental group after the 2nd, 4th and 8th