

Subjects and methods: Two libraries were selected for the experiment. Record the two libraries as library A and library B respectively. Library A adopts the marketing strategy based on consumer psychology for marketing management, while library B adopts the traditional marketing strategy for marketing management. Before and after the experiment, the scale was used to investigate the anxiety of the staff.

Results: In the course of the experiment, the Self rating Anxiety Scale was used to record the anxiety level of the staff of the two libraries. The recorded results show that in the experiment, the anxiety of the staff of library a show a downward trend, and the anxiety of the staff of library B changes very little. The change of anxiety of the staff in the experiment is shown in Figure 1.

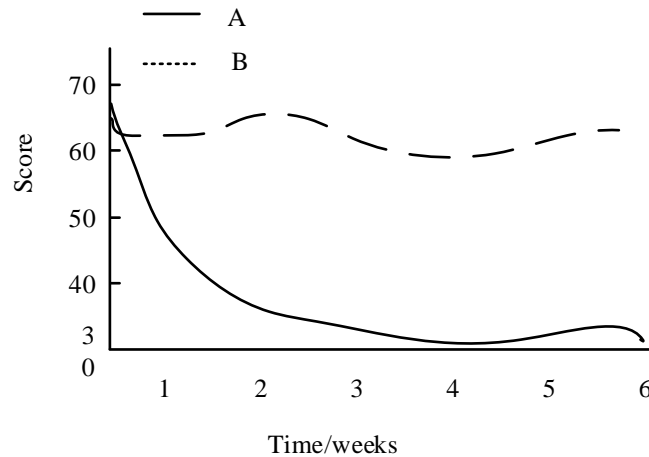


Figure 1. Changes of anxiety of the staff in the experiment

Conclusions: The marketing management of the library is directly related to the marketing quota of the library. In the marketing management of the library, because the marketing is not in place, the sales volume of the library is low, which leads to the anxiety of the staff. Anxiety has greatly reduced the quality of life and work efficiency of staff. Based on consumer psychology, this paper analyzes and discusses consumer behavior, and constructs new library marketing management strategies, including integrity marketing, price marketing and experience marketing. The results showed that the Self-rating Anxiety Scale was used to record the anxiety level of the staff of the two libraries. The recorded results show that in the experiment, the anxiety of the staff of library A show a downward trend, and the anxiety of the staff of library B changes very little. The above results show that the library marketing management strategy based on consumer psychology can significantly improve the marketing effect, improve the sales volume of the library, and then alleviate the anxiety of the staff.

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AN ANALYSIS OF THE MEDIATING EFFECT OF JOB BURNOUT ON COLLEGE TEACHERS' JOB PERFORMANCE

Lan Jiang & Zhenchun Liu

Hainan Technology and Business College, Haikou 570203, China

Background: In the research of modern psychology, employees' burnout psychology has a direct impact on employees' salary performance. Considering that burnout is a negative psychological state, it will have a negative impact on personal physical and mental development and work. Burnout literally means fatigue and slackness. In modern society, people will suffer from mental weakness, inattention, physical and mental fatigue and other symptoms due to the influence of various factors, which is the main factor to form burnout. The burnout psychology mainly refers to a kind of exhausting psychological reaction caused by long-term sleepiness and inattention, which belongs to the category of negative psychology. People with burnout tend to be depressed and depressed. At the same time, their sense of achievement and professional identity will decline significantly, which will have a great impact on their personal life and work. With the rapid development of economy and society, more and more people are suffering from burnout due to the maladjustment of working environment, learning environment and living environment. People who have been in a state of burnout for a long time will be physically and mentally exhausted, their work ability will

decline, their work enthusiasm will be lost, and their interpersonal communication will deteriorate. With the aggravation of burnout, people's psychological pressure will increase, and there will be feelings of worthlessness, unconsciousness and helplessness, and even depression. Under the influence of various pressures, many teachers in colleges and universities in China have experienced job burnout, which has an adverse impact on the educational development of colleges and universities, teachers' personal and job performance.

College teachers' profession is a high incidence profession with burnout psychology. Many teachers suffer from teaching pressure, personal development pressure, and the decline of personal professional identity, resulting in job burnout psychology. Teachers' job burnout is one of the important factors that affect the development of higher education. Therefore, under the background of higher education reform, it is very necessary to pay attention to the formation factors of teachers' job burnout psychology. In the research on the characteristics, harm and treatment of burnout psychology, it is found that many teachers have burnout psychology more or less. There are many reasons for the formation of burnout psychology, mainly focusing on the decline of professional recognition, leading to the lack of professional experience, and then the emergence of burnout psychology. At the same time, teachers' work pressure increases, teaching tasks increase, and rest time decreases, which leads to physical and mental fatigue of many teachers, and is also one of the main reasons for burnout. Teachers' job burnout psychology will affect the overall development of college teachers, and also bring adverse effects on college education, such as the decline of teaching quality, the decline of attention to students, the decline of personal development requirements, and the decline of job performance. Therefore, facing the job burnout psychology of college teachers, we need to take necessary measures to ensure the scientific and healthy development of college education.

Objective: This paper discusses the concept of burnout psychology and its impact on human development, analyzes the causes and harm of college teachers' job burnout psychology, and then analyzes the intermediary effect of job burnout psychology on college teachers' job performance, so as to put forward improvement measures to promote the healthy development of college education.

Subjects and methods: In the study, 80 teachers with burnout psychology in a university were taken as the research object, and 80 teachers were carried out an innovative work model for 5 months to evaluate the improvement of teachers' burnout psychology and the change of job performance. The innovative working mode includes improving teachers' salary, strengthening teachers' mental health education, improving working mode and strengthening teachers' professional quality education. PASW18.0 software package and Excel 2007 were used to process all the data, and the changes of teachers' psychological indicators and job performance before and after the experiment were evaluated based on the psychological scale indicators.

Results: As shown in Table 1, it shows the results of changes in teachers' psychological indicators before and after teachers, with a score of 1-10. Table 1 shows that there are obvious changes in teachers' psychological indicators before and after the experiment. Teachers' psychological indicators have been improved, and teachers' performance has also been improved. It shows that the innovative work model has a positive impact on teachers' mental health, can alleviate teachers' burnout psychology and promote teachers' development.

Table 1. It shows the results of changes in teachers' psychological indicators before and after teacher

Project	1 month	2 months	3 months	4 months	5 months
Attention ability	2	3	5	6	8
Work enthusiasm	1	3	6	8	7
Communication with colleagues	1	2	4	5	7
Professional recognition	2	4	6	8	9

Conclusions: With the development of modern higher education, psychological research will run through the whole process of education. We should not only pay attention to the psychological changes of students, but also pay attention to the psychological performance of teachers. In higher education, many teachers have doubts about the professional development due to environmental factors and personal development factors, and have a job burnout psychology, which not only affects their personal performance, but also has an adverse impact on the development of education. Therefore, four suggestions for improvement are put forward. The experimental results show that the four-month experimental test has significantly improved teachers' psychological indicators, alleviated teachers' burnout, and is conducive to the development of higher education.

Acknowledgement: The research is supported by: "Research on professional quality cultivation of higher vocational hotel students in the background of Hainan free trade port construction", as a Higher Education and Teaching Reform Research Project of Hainan Provincial in 2022, item No. Hnjg2022-153.

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ANALYSIS ON THE INFLUENCE OF THE TRANSFORMATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION SYSTEM ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY

Jun Li* & Jian Gao

Sichuan Water Conservancy College, Chengdu 611230, China

Background: In the research of psychology, positive psychology is a kind of psychological state that can effectively promote people's physical and mental development and thinking ability. Positivity is interpreted as actual or potential in modern language, which involves both inner conflict and potential inner ability. In the research of positive psychology, through the study of people's positive psychological characteristics, we can excavate the law of people's development. Positive psychology contains many contents in the research, including positive psychological emotion, positive experience and positive psychological state, which are all important contents of positive psychology research. In the research of modern positive psychology, some psychological experts believe that the formation of positive psychology is related to the personality traits of people. Positive psychology needs to be built on people's positive personality. Because the research of positive psychology mainly takes people's self-management, self-orientation and so on as a whole as theoretical assumption. In the research of modern psychology, it is mainly through the cultivation of people's positive personality to help people establish positive psychology, and the positive personality trait is mainly through the training or strengthening of various potential abilities of individuals, so that individuals have better comprehensive abilities and become a habitual working mode, which can form positive personality. In the current higher education, the research on students' psychology is the key to promote the development of education, and the guarantee of students' positive psychology is an important basis to achieve educational goals. Therefore, modern education needs to pay close attention to students' positive psychology, so as to achieve the effect of educational reform and innovation.

With the vigorous development of economy, culture, education and other industries in China, the demand for high-quality talents is increasing. Under this background, how to cultivate high-quality and professional talents will become the key to educational reform. Therefore, modern higher education actively complies with the requirements of social development and implements innovation and entrepreneurship education in colleges and universities. Innovation and entrepreneurship education is a new talent training mechanism based on the development requirements of our society for talents. It focuses on the cultivation of students' entrepreneurship awareness, innovation spirit and innovation and entrepreneurship ability, and faces the whole society to export high-quality talents at all levels for our country. The implementation of innovation and entrepreneurship education is an important foundation for the reform and development of China's higher education. In the next few decades, it will contribute an important talent force to the progress of the whole society. The development of higher education attaches great importance to the cultivation of students' positive psychology. The formation of positive psychology is conducive to the development of education and teaching, as well as the cultivation of students' learning mentality. Therefore, in the innovation and entrepreneurship education in colleges and universities, it is necessary to reform and innovate the education system, and ensure that the transformation of the teaching system has a positive effect on the cultivation of students' positive psychology. Only in this way can it be more conducive to the development of China's higher education and achieve the training goal of high-quality talents.

Objective: This paper discusses the concept of positive psychology and its impact on human development, analyzes the development status of innovation and entrepreneurship education in colleges and universities, and then discusses the impact of the transformation of innovation and entrepreneurship education system on college students' positive psychology, in order to provide theoretical support for the development of teaching in colleges and universities.

Subjects and methods: 100 students of different majors in a university were selected as the research objects, and the students were divided into control group and experimental group. The experimental group adopted the teaching mode of institutional transformation, including improving the teaching mode, innovating the educational content, improving the professional quality of teachers and carrying out practical teaching. The control group adopted the traditional innovation and entrepreneurship education mode, and the teaching experiment lasted for 6 months. PASW18.0 software package and Excel 2007 were used to process all the data, and the changes of students' positive psychology teaching before and after the experiment were evaluated based on the psychological scale indicators.

Results: As shown in Table 1, the results of changes in psychological indicators of students in the