

Enterprise financial performance is closely related to enterprise sales. In the process of development, enterprises will take a variety of effective measures to optimize enterprise financial performance and achieve the profit development goal of enterprises. At present, more and more enterprises establish close cooperative relations with dealers, expand the product sales chain of enterprises through the dealer relationship network, and improve the market influence and share of enterprises' products, which is also the product sales route of most enterprises in China. The relationship between dealers and enterprises is just like the relationship between manufacturers and consumers. Enterprises need to constantly improve the cooperative relationship with dealers in the development to improve the market rate of goods and improve the product sales effect, so as to achieve the growth of enterprise financial performance. From the perspective of consumer psychology, enterprises will study the consumer psychology of dealers, tap the consumer psychology of consumers, and take necessary measures to pull in the relationship with dealers according to the consumer psychology, so as to promote the purpose of enterprise product sales. Through the research on the consumption psychology of dealers, enterprises take equity incentive measures to pull in the relationship with dealers, and then affect the financial performance of enterprises, which has a significant impact on the development of enterprises. This paper analyzes the research content and performance characteristics of consumer psychology, studies the relationship between consumer psychology and enterprise development, and then discusses the impact of dealer equity incentive on enterprise financial performance from the perspective of consumer psychology, so as to promote the growth of enterprise sales performance.

**Objective:** To explore the research direction and content of consumer psychology, analyze the relationship between enterprise development and consumer psychology, so as to discuss the impact of dealer equity incentive on enterprise financial performance from the perspective of consumer psychology, so as to provide theoretical support for the growth of enterprise sales performance.

**Subjects and methods:** The research take 60 offline dealers of an enterprise as the object. Through the research on the consumption psychology of dealers, equity incentive measures are taken for dealers, and a six-month experimental test is conducted to record the changes of enterprise sales performance and dealers' psychological indicators, so as to evaluate the impact of the measures taken.

**Results:** As shown in Table 1, it shows the financial performance of the enterprise and the psychological changes of dealers six months after the experiment. The evaluation score is 1-4, and the higher the score, the better. It can be seen that after six months of experimental test, dealers' consumption enthusiasm, sales optimism index, sales desire and enterprise financial performance have been significantly improved.

**Table 1.** Financial performance of enterprises and psychological changes of dealers after 6 months of inspection

Positive psychology		Before experiment	After experiment	<i>P</i>
Dealer	Consumption enthusiasm	1	3	<0.05
psychological	Sales Optimism Index	2	4	<0.05
change index	Sales desire	1	3	<0.05
Enterprise financial performance		1	3	<0.05

**Conclusions:** Modern enterprises pay great attention to the work content of sales in their development. Sales performance directly affects the financial performance of enterprises and the development and growth of enterprises. Therefore, this paper studies and analyzes the research content and function of consumer psychology, analyzes the relationship between enterprise dealers and enterprises, and then puts forward to optimize the relationship between enterprises and dealers through equity incentive measures. The experimental results show that after six months of experimental testing, the psychological indicators of dealers have been improved. At the same time, the financial performance of enterprises has also been improved, which is conducive to promoting the scientific development of enterprises.

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## TRADE OPENNESS, TECHNOLOGICAL INNOVATION AND GREEN TOTAL FACTOR PRODUCTIVITY FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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**Background:** Management psychology is a comprehensive discipline whose theories are mainly based on psychology, sociology, anthropology and political science. The goal is enterprise management, which provides a psychological basis for the improvement of enterprise management. Management psychology is committed to seeking incentives that conform to the individual psychology in the organization, in order to mobilize the enthusiasm of individuals and improve the output of the enterprise. The main research contents of management psychology include individual psychology, group psychology, leadership psychology and organizational psychology. The individual psychology is the psychology of each individual in the organization; the group is composed of individuals and is the basic management unit in the organization. Leadership psychology refers to the relationship between the psychology of leaders in the enterprise and the collective structure and enterprise production, and the impact of different leadership methods on the enterprise; organizational psychology focuses on the entire organization and explores its structure, theory, law of change, development characteristics and avenues for effective intervention. For the current world economic system, enterprises are very important subjects, and it is necessary to analyze various economic subjects and phenomena through management psychology.

The trade opening and technological innovation of a country or region are often closely related to the economic development of the region. Studies have shown that trade opening can bring huge economic growth to a country or region in the short term, but also has a weaker positive effect in the long run. At the same time, technological innovation also has an important impact on economic growth. Many previous studies focused on these two factors to evaluate the prospects of regional economic growth, but considering the particularity of the times, it is now necessary to introduce a new evaluation index, namely green total factor productivity. Green total factor productivity refers to the part where the output growth rate of a region exceeds the input growth rate after adding resource and environmental constraints into the calculation. This value reflects the quality of regional economic growth considering environmental protection factors such as resource and environmental consumption, at a time when concepts such as ecology and green are gradually attracting attention, this indicator needs to be introduced in the thinking of economic topics such as regional trade opening and technological innovation. There have been many studies on topics such as economic growth under these indicators, but in this context, the impact and changes on employees of multinational companies are often less concerned. Therefore, from the perspective of management psychology, the research has research on the psychological behavior of multinational enterprise personnel under the background of technological innovation and green total factor productivity.

**Objective:** Research the psychological changes of multinational enterprise personnel under the background of trade openness, technological innovation and green total factor production, and explore whether this environment brings better psychological state of enterprise personnel compared with the traditional environment.

**Subjects and methods:** We searched for 194 subjects with similar mental states from a multinational company, and divided them into two groups according to the rule of equal numbers. One group received training on trade openness and technological innovation management considering the all-green factor productivity index, and received and implemented it. Corresponding management, the other group received traditional management training, and accepted and implemented the traditional management mode. After 6 months, the psychological state changes of the two groups were observed and compared. The psychometric tools used in the study included the SCL-90 scale, the Self-rating Anxiety Scale (SAS) and the Self-rating Depression Scale (SDS).

**Results:** Table 1 shows the comparison of the SAS self-assessment results of the two groups after 6 months of the experiment. It can be seen that the experimental group performs better than the control group in terms of anxiety, and the difference is statistically significant ( $P > 0.05$ ).

**Table 1.** Comparison of anxiety self-assessment results between the two groups

Item	Experimental group	Control group	<i>P</i>
Score	54	47	<0.05

**Conclusions:** Under the current economic trend, trade openness, technological innovation and green total factor productivity are relatively common and comprehensive indicators for evaluating enterprise development. Compared with traditional indicators, both long-term and short-term development are considered, and resources and environmental constraints are imposed. Beyond the macro level of companies and the global economy, it is worth examining whether these indicators have a better impact on individual business personnel than traditional indicators. The psychological basis of this research is management psychology. The research field of this discipline focuses on enterprises and individuals working in enterprises, which is more suitable for the field of this research. The experimental results show that under the evaluation indicators of trade openness, technological innovation and green total factor

productivity, the employees of the enterprise show better psychological states than those under the traditional indicators.

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## THE VALUE OF PHYSICAL EDUCATION TEACHING REFORM IN COLLEGES AND UNIVERSITIES TO THE CONSTRUCTION OF COLLEGE STUDENTS' POSITIVE PERSONALITY

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**Background:** Personality refers to the unique integration mode of individual thought, emotion and behavior, including individual unique psychological characteristics. In positive psychology, the cultivation of personality has both congenital and acquired factors, among which the later day factor is more important. In order to cultivate positive personality, improving individual positive experience and cultivating individual self-esteem is the most important way. Among them, positive experience refers to an individual's psychological state. If an individual keeps feeling pleasure and psychological enjoyment in recalling the past, feeling the present and looking forward to the future, it belongs to positive experience. Cultivating individual self-esteem is the performance of having a correct understanding of self and respecting one's personality in psychology, including psychology and physiology, and the physiological individual self-esteem is also the reflection of psychological self-esteem. At present, there is a general lack of positive personality among college students because of the lack of corresponding courses and guidance. The higher education for college students not only needs to teach professional knowledge, but also needs to build and shape the positive personality of college students. For individuals, the construction of positive personality can make individuals maintain mental health, make continuous progress, and maintain the positive and healthy development of learning and life. For groups, the construction of positive personality can effectively improve the overall comprehensive quality of college students and make more contributions to social construction.

Physical education in colleges and universities has always been one of the compulsory courses for all college students, which is very important for college students and the educational circles. The teaching of physical education courses can enable college students to ensure the most basic physical quality, improve their physical quality, and enable college students to maintain physical and mental health. Nowadays, the traditional college physical education curriculum is gradually undergoing reform, and one of the important directions of this reform is to pay more attention to the individual, not only pay attention to the individual's physiological condition, but also explore the psychological condition, and combine the two to use a reasonable way of curriculum teaching and guidance to make college students achieve physical and mental health. At present, in the reform of physical education curriculum in colleges and universities, it is gradually changing to the only change whether the physique of college students is enhanced, but considering the multifunctional role of college physical education in physiology, psychology, culture and education at the same time. In addition, physical education in colleges and universities is no longer just physical exercise, but also pay attention to its function of education and guidance, and school education should be in line with social education. The reform of physical education in colleges and universities is multifaceted for individual and group college students, not just to enhance their physique.

**Objective:** To analyze and explore the impact of the reform of college physical education on college students' psychology, especially their positive personality, in order to build individual positive personality for college students.

**Subjects and methods:** 320 students with similar physical and psychological conditions were found from the same university, and they were divided into two groups according to the principle of equal number. One group adopted the reform of physical education curriculum integrating the ideological method of comprehensive psychology, this group served as the experimental group, the other group used the traditional college physical education curriculum teaching, and this group served as the control group. The teaching period is 4 months, i.e., one semester. Every month during the teaching period, before and after the teaching, the students' positive psychological state is tested, analyzed and compared. The psychological measurement tool used in the study is the Value in Action (VIA), which is used to detect the degree of individual positive personality characteristics. The final score is 1-5 points, in which the higher the score, the more positive the characteristic nature of positive personality.

**Results:** Table 1 describes the VIA test results of the two groups of students before and after the