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

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Background: Nowadays, we are in a post-industrial society with information technology as the medium, knowledge innovation as the foundation and social entrepreneurship as the power. Innovating the mode of production and accelerating the transformation of labor resource types have become important potential points for economic development. As the cradle of cultivating modern talents, colleges and universities should adapt to the call of the times and cultivate innovative and entrepreneurial talents who can adapt to the economic and social development. As for how to implement the strategy of strengthening the country with talents and promoting innovation and entrepreneurship education in colleges and universities, some scholars have proposed that the project driven model should be used to improve innovation and entrepreneurship education, or the subjective initiative of student organizations should be brought into play. Exploring the transformation of innovation and entrepreneurship education in colleges and universities is one of the important goals and tasks to speed up the promotion of talent training. The quality of innovation and entrepreneurship education system will directly affect students' entrepreneurship confidence and innovation psychology. From the perspective of cognitive form, innovation and entrepreneurship education is the unity of direct and indirect perception of educators and educates. As a new trend of education development, innovation and entrepreneurship education is the common cognition of educators and educates on entrepreneurship education information, which not only reflects their cognition of the overall attribute of entrepreneurship education information, but also reflects their processing and accumulation of entrepreneurship education information by using retained knowledge. A high innovation and entrepreneurship system can directly stimulate students' enthusiasm and initiative in entrepreneurship, enhance their confidence in innovation, and then maintain a more optimistic and positive entrepreneurial psychology. Positive psychology is a relatively stable and long-term psychological state, which can realize the control mechanism of individual good emotions. Entrepreneurial positive psychology refers to the stable psychological state shown by college students in the process of entrepreneurship, which can better deal with the difficulties and setbacks in the process of entrepreneurship. There are many factors that affect college students' entrepreneurial positive psychology, including individual psychological quality and endurance, external objective environment, social experience, cognitive structure, etc. in order to achieve the intervention of their positive psychology, the key lies in the mode selection around the emotional cognition and psychological action of educators and educates. Therefore, on this basis, the research realized the transformation of innovation and entrepreneurship education system with the help of educational psychology, and explored its impact on college students' entrepreneurial positive psychology, helping them better examine the market entrepreneurial environment and their own entrepreneurial ability, and actively maintain a relatively stable positive psychology in China during entrepreneurial practice.

Subjects and methods: The subjects of the study were college students receiving innovation and entrepreneurship education. 350 college students of different grades and majors were randomly selected from 4 universities. First of all, collect relevant information about their mental health, employment psychology and their views on the current innovation and entrepreneurship education system. Then, with the help of educational psychology theory, the innovation and entrepreneurship education system are improved and transformed, that is, to realize the cognitive communication bridge between educators and educates, make innovation and entrepreneurship education more targeted and cognitive adaptation, and actively adjust the psychological state and emotional value of student entrepreneurs. With the help of the improved innovation and entrepreneurship education system model and the mental health self-assessment scale, data were collected on the entrepreneurial psychology and mental health of middle school students in the experimental process, and specific factors were quantified with 1-5 grades. The higher the score, the greater the impact. The experiment lasted for six weeks. After the experiment, statistical analysis and difference analysis were carried out on the experimental data with the help of statistical analysis tools.

Results: Because the physical and mental development of college students is not yet fully mature, their value judgment and cognitive level are vulnerable to the influence and interference of external factors,

which makes them prone to produce negative emotions and negative psychology when they try to start a business and face difficulties in starting a business. The improvement of innovation and entrepreneurship education system in colleges and universities with the help of educational psychology can effectively conform to the cognitive development level and psychological laws of the educated, reflect the personality differences of the educated, and reduce emotional difficulties and psychological “strange circles”.

Table 1. Scores of entrepreneurial fear and anxiety of college students of different grades before and after the experiment

Grade	Psychology of fear		Anxious mood	
	Before the experiment	After the experiment	Before the experiment	After the experiment
Freshman	3	1	4	1
Sophomore	4	2	3	2
Junior	5	2	5	1

Conclusions: With the soft saturation of China’s employment market and the emergence of students’ employment difficulties, entrepreneurship has gradually become an important measure to solve this problem. Innovation and entrepreneurship education is a kind of teaching practice with the main purpose of cultivating people’s innovative thinking and entrepreneurial ability. It is a quality education centered on people, the main body of social relations. The quality of the innovation and entrepreneurship education system and the formulation of the program will directly affect the positive psychological status of entrepreneurial students. The transformation of the entrepreneurship system with the help of educational psychology can effectively strengthen the information stimulation of college students’ innovation and entrepreneurship awareness, highlight the education of procedural knowledge, abandon the disadvantages brought about by the traditional “model” education form, and improve the students’ independent innovation ability and psychological quality.

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ANALYSIS ON THE STRATEGY OF IMPROVING THE COLLECTIVE EFFICACY OF ACCOUNTING ARCHIVES MANAGERS UNDER SOCIAL PSYCHOLOGY

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Background: Social psychology is a science that studies people’s social behavior and its psychological basis in social communication. In social psychology, the psychological and behavioral activities of individuals and groups are different and diverse, and are affected by many factors. The main research objects of social psychology are divided into two levels: the individual level and the group level. The individual’s social psychological phenomenon mainly shows the thoughts, feelings and behaviors with strong individual color that are constrained by the external environmental conditions, while the group level is composed of the consciousness consensus and norms jointly expressed by individuals, including the group’s communication structure and racial prejudice. Looking at individual development and social changes from the perspective of social psychology can effectively link the close relationship between individuals and social groups, realize the guidance and intervention of individual behavior decision-making and psychological changes, help individuals better integrate into the collective, enhance their social belonging and collectivity, and give full play to the role of individuals in the collective. Collective Teacher Efficacy (CTE) refers to the collective ability belief shared by individuals to allocate, coordinate and integrate relevant resources to cope with specific goals and tasks in a specific situation. More and more studies have shown that collective efficacy can effectively have an important impact on individual job satisfaction, job burnout, job commitment, job performance, etc. individual value beliefs and collective social environment will make collective efficacy change. Collective efficacy has gradually become one of the important factors considered in the development of enterprises. It is an important aspect of the influence and competitiveness of enterprises. The level of individual collective efficacy will affect their value identification and sense of belonging to the company, and also have a greater impact on their work attitude and enthusiasm. From the perspective of social psychology, this paper analyzes the collective sense of efficacy of enterprise accounting archives managers, and helps them put forward strategies to improve their sense of efficacy, in order to achieve the