

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

Qin Wang

Lianyungang Normal College, Lianyungang 222006, China

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

guiding effect on the managers' mental health and improve their work efficiency.

Subjects and methods: The research take the accounting archives managers of four enterprises with different scales and business nature as the research object. Firstly, the information about their psychological status, the degree of collective efficacy and their views on enterprise management are collected. Then, it analyzes the correlation between the enterprise accounting archives and the managers' psychological status, in order to explore the influencing factors of the managers' collective efficacy, and puts forward corresponding research countermeasures and suggestions. The research countermeasure was handed over to an expert group for scientific and reasonable evaluation, and then a model that can improve the collective efficacy of accounting archives managers was built with the help of social psychology and basic information. The model was analyzed by cases, and certain work contents were arranged for the research objects. Some of the research objects were tested in the form of group cooperation, The other part of the research objects is only tested in the form of individuals. In the process of the experiment, cooperative structured tools supporting the sharing and adjustment of each stage are added to explore the practicability of the model. The experimental test lasted for two weeks. During the experiment, the change of managers' collective efficacy during the experiment was collected with the help of the collective efficacy scale.

Results: With the help of social psychology, it can effectively help enterprises better grasp the information about the changes of employees' psychological status in the work process, and then provide suggestions for the improvement of enterprise management, enhance employees' sense of collective belonging and collective efficacy, and reduce their negative emotions in the work process. Table 1 shows the results of correlation analysis between the level of shared regulation and the dimensions of collective efficacy of management employees.

Table 1. Share the results of correlation analysis between the level of regulation and the dimensions of collective efficacy of management employees

Collective efficacy internal joint belief	Shared adjustment level	
	Interaction quality	Participation contribution
Leadership beliefs	0.635**	0.341*
External resource beliefs	0.728**	0.435**
Collective efficacy	0.526**	0.272

Note: * $P < 0.05$ (double tail); ** $P < 0.01$.(double tail)

Conclusions: For the study of collective efficacy, most scholars have been focusing on the relationship with external variables, but less on the theoretical framework of influencing factors and internal processes. From the perspective of social psychology, the study evaluates the internal factors that affect the collective efficacy of archives management employees by the level of shared regulation, and provides reference suggestions for enterprises to improve the management system from multiple perspectives by using scale tools and models. It is found that there is a great correlation between the collective efficacy of managers and a variety of factors. Therefore, in the future management, enterprises should always pay attention to the attention to the mental health of file managers, help them reduce negative emotions and improve their sense of collective efficacy and self-efficacy.

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THE ARTISTRY OF KŌNOTAEKO'S LITERARY WORKS BASED ON CULTURAL SUB-HEALTH

Z Xu^{1,2}

¹Beihua University, Jilin 132013, China

²Tokyo Gakuen University, Tokyo 184-0015, Japan

Background: Kōno Taeko is one of the most famous female writers in Japan. Kōno Taeko's literary works always have her calm thinking about life and society. She is good at analyzing the female image by using the