

when purchasing cross-border e-commerce goods, because well-known brands are brands that have been left after many consumers' personal experience, have been recognized by them, and are guaranteed in quality, The risk of purchase is low. Therefore, when purchasing cross-border e-commerce goods, consumers will look at the brand of the goods and consider whether to buy them. Generally, consumers will not buy new brands of goods. Among the product factors, the quality of the product is an important condition for consumers to consider when purchasing cross-border e-commerce products. Although the brand is well-known, if there are many negative comments, consumers will not have a purchase psychological tendency. Therefore, in the process of cross-border e-commerce development, it is necessary to take into account the consumer psychological tendency of consumers. In this regard, on the basis of consumers' psychological tendencies, the article carries out cross-border e-commerce development model innovation in order to attract more consumers and improve market competitiveness.

Objective: Understand the current situation of cross-border e-commerce development and consumers' consumption psychological tendency, and innovate the development mode of cross-border e-commerce according to consumers' consumption psychological tendency. Starting from the three aspects of competition oriented, market-oriented and interest driven, in the competition oriented, we should innovate the operation mode, make rational use of big data, logistics network and other technologies, carry out cross-channel and multi-channel value transmission, expand the publicity of cross-border e-commerce enterprises, and attract more consumers to browse their products. Guided by the consumer's psychological tendency, innovate the value proposition of consumers, meet the needs of consumers, increase consumer loyalty by means of customized services, increase emotional experience and other means, so as to promote the long-term development of cross-border e-commerce.

Subjects and methods: The research objects are cross-border e-commerce consumers. 500 consumers were randomly selected from a cross-border e-commerce platform. These young people come from different gender, age, ethnic group and region. Their views on cross-border e-commerce and their consumption psychological tendencies were investigated. The cross-border e-commerce development model innovation was carried out according to the consumption psychological tendency of the research object. After 4 months, the cross-border e-commerce consumers' views on the cross-border e-commerce development innovation model were statistically analyzed. The statistical software used was statistica software, with a score of 1-5 grades. The higher the score, the heavier the score.

Results: Cross border e-commerce consumers will be affected by many factors, such as brand factors, new media, product factors, etc., so they have different consumer psychological tendencies. According to the consumer psychological tendency, after the innovation of the cross-border e-commerce development model, consumers' recognition of cross-border e-commerce enterprises has increased, and female consumers' recognition of cross-border e-commerce enterprises is 4.37 points. The results are shown in Table 1.

Table 1. Evaluation of cross-border e-commerce enterprises by consumers of different genders

Gender	Recognition degree	Liking degree
Male	4.52±0.39	4.26±0.29
Female	4.37±0.35	4.41±0.36

Conclusions: When consumers buy cross-border goods, they will show a variety of psychological tendencies. In the process of development, cross-border e-commerce enterprises need to take into account the consumption tendency of consumers in order to attract more consumers. After understanding consumers' consumption psychological tendencies, the development model of cross-border e-commerce was innovated. Under the effect of multi-channel value transmission, the number of commodity views of cross-border e-commerce increased rapidly. More consumers are willing to buy goods and praise them by means of customized services and increased emotional experience.

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RESEARCH ON THE EVALUATION OF ENTERPRISE FINANCIAL COMPETITIVENESS BASED ON THE PSYCHOLOGICAL COST AND NEGATIVE EMOTION OF ENTERPRISE MANAGERS

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Background: Psychological cost refers to the psychological loss that enterprise members bear before and after the change of the enterprise. Psychological cost will have a certain impact on the degree of work input of enterprise members, will affect the income of enterprise change, and will have a negative impact on the working atmosphere of the enterprise. For enterprises, the psychological cost of enterprises is mainly affected by two factors, namely, internal factors and environmental factors. Among environmental factors, the working environment of enterprise members, including soft environment and hard environment, will have a certain impact on the production of enterprise psychological cost, but the main influencing factors are internal factors, such as the psychological state, cognitive evaluation and thinking mode of enterprise members. When enterprise members are in a positive emotional state, the enterprise psychological cost will be reduced. For enterprises, enterprise managers occupy a very important position among enterprise members, and these managers will greatly affect the normal development of enterprise projects. When making enterprise project decisions, managers will conduct psychological evaluation, and will judge and estimate the cost generated by project decisions, which is a “subjective” cost. This psychological evaluation process will be influenced by the environment and their own characteristics. For confident and active enterprise managers, they will make decisive decisions when facing the enterprise development opportunities, so as to seize the business opportunities. However, the enterprise managers with negative emotions and foresight are easy to miss the opportunity, which will affect the normal development of the enterprise project, and even form a certain obstacle to the project, so that the project cannot be carried out, causing great economic losses to the enterprise. The negative emotions of enterprise managers will also have a certain impact on the employees under their management, which will be passed on to the employees at hand, so that their work efficiency will be reduced and the working atmosphere will be depressed, thus reducing the benefits of the enterprise. The financial competitiveness of enterprises is the ability to create value for customers by taking the financial relationship between capital input and output as the object and combining their own advantages. If the efficiency of an enterprise is low, its financial competitiveness will decline. In this regard, this paper studies the relationship between the psychological cost and negative emotions of enterprise managers and the financial competitiveness of enterprises.

Objective: In order to study the relationship between the psychological cost and negative emotion of enterprise managers and the financial competitiveness of enterprises, we first understand the situation of the psychological capital of enterprise managers and the performance of negative emotion, as well as the theory of enterprise financial competitiveness. The relative compensation method of senior executives is used to measure the psychological cost and negative emotion of enterprise managers, and the ratio of sales revenue to average operating assets is used to measure the financial competitiveness of enterprises. It is assumed that the psychological cost and negative emotion of enterprise managers have a negative impact on the financial competitiveness of enterprises, which is verified by experiments, and the strategies to improve the competitiveness of enterprises are put forward to improve the sustainable financial governance ability of enterprises, At the same time of alleviating the negative emotions of enterprise managers, correctly handle the internal financial relations of the enterprise to ensure the normal work.

Subjects and methods: The research object are enterprise managers. 58 enterprise managers are randomly selected from the listed companies in Guangdong Province to understand the salary, personal personality characteristics, enterprise sales revenue, average operating assets and other information of these enterprise managers. The data required for the experiment will be collected and the relevant data will be processed with STATA12.0 software. Study the changes of negative emotions of enterprise management after the implementation of the strategy to improve the competitiveness of enterprises. The score is 1-5 grades. The higher the score, the heavier the degree.

Results: The psychological cost of enterprises is mainly affected by two factors, namely, internal factors and environmental factors. The internal factors play a leading role. Through experiments, it is found that the psychological cost and negative emotions of enterprise managers have a negative impact on the financial competitiveness of enterprises. The strategy of improving the competitiveness of enterprises can effectively alleviate the negative emotions of enterprise managers. Among them, the pessimism score of female managers is 1.46, and the results are shown in Table 1.

Table 1. Changes in negative emotions of enterprise management after the implementation of the strategy to enhance the competitiveness of enterprises

Gender	Number of persons	Pessimism	Worry
Female	27	1.46	1.37
Male	31	1.32	1.29

Conclusions: When making enterprise project decisions, managers will conduct psychological evaluation, and will judge and estimate the cost generated by project decisions, which is a “subjective” cost. This psychological evaluation process will be influenced by the manager’s environment and his own characteristics, which is a “subjective” cost. However, the enterprise managers with negative emotions and foresight are easy to miss the opportunity, which will affect the normal development of the enterprise project, and even form a certain obstacle to the project, which will have a negative impact on the competitiveness of the enterprise. Therefore, enhancing the competitiveness of enterprises will alleviate the negative emotions of managers. By improving the sustainable financial governance ability of the enterprise, it can alleviate the negative emotions of the enterprise managers and ensure the normal development of the work of the enterprise.

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RESEARCH ON THE INFLUENCE OF COLLEGE TEACHERS’ AND STUDENTS’ ANXIETY PSYCHOLOGY ON MULTIMEDIA CONSTRUCTION AND SAFETY MANAGEMENT OF COMPUTER ROOM LABORATORY

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Background: Anxiety is a common negative emotion, because people will have anxiety, tension, panic and other negative emotions when they encounter problems. Among these negative emotions, anxiety is the most prominent. The formation of anxiety is closely related to individual, environment, family and other factors. If a person’s character is weak, when facing a difficult problem, he will be anxious, at a loss, confused, at a loss, and do not know how to deal with the problem. In addition, he will also have symptoms such as rapid heartbeat, lack of concentration, and out of control emotion. Under the influence of environmental factors, people are threatened by the outside world and cannot solve the difficulties, which leads to anxiety, anxiety and panic. In colleges and universities, the computer room experiment is a headache for many teachers and students, prone to anxiety. For students, because they had few opportunities to contact computers in the past and were not familiar with the operating functions of computers, they were easy to be in a hurry and panic in computer class. The effect of computer operation was not ideal. Students’ self-confidence was hit and their enthusiasm for computer class was significantly reduced. For a long time, they will have fear and anxiety about the computer room experiment, and have some resistance to the computer room experiment. Some students are not used to preview before class because they are not serious about their learning attitude. They do not listen carefully in class. When they actually operate, they will make mistakes. At this time, the students begin to panic and have anxiety. There are also some students who are introverted. When they encounter problems that are difficult to solve in the computer room experiment class, or when they are unable to pay attention to their own operations, they will be very careful for fear of operating errors and damaging the computer. Therefore, compared with the theory teaching class, they have more anxiety about the computer room experiment class. For teachers, the management of multimedia equipment in the computer room is their responsibility. It is necessary to protect the safety of the equipment. Humidity, heat, dust, etc., will affect the safety of the equipment in the computer room, because they are worried about the safety of the equipment, afraid that the protective measures are not in place, or because students do not cherish the equipment due to improper operation, resulting in equipment damage, resulting in anxiety. In this regard, the article carries out the construction and safety management of multimedia in the computer room laboratory, and studies the changes of teachers’ and students’ anxiety psychology after the management reform.

Objective: To understand the current situation of college computer room experiment class and the anxiety psychology of teachers and students, and to analyze the causes of anxiety psychology of teachers and students. In view of the anxiety of teachers and students, we should reform the multimedia management of the computer room laboratory. Through reasonable and humanized computer room rules and regulations, we should clarify the responsibilities and rights of the equipment administrator, standardize the behavior of students, ensure the safety of multimedia equipment, reduce man-made damage, help alleviate the anxiety of teachers and students, improve the quality and technical level of the computer room administrator, and quickly solve problems in case of equipment failure, ensure the normal development of experimental teaching and reduce teachers’ anxiety. The high-quality experimental teaching can answer the students’ doubts about the experiment and improve their anxiety.

Subjects and methods: The subjects of the study were college teachers and students. 258 students from