

## ANALYSIS OF EMPLOYEES' SENSE OF HAPPINESS AND BELONGING IN THE INNOVATION MANAGEMENT STRATEGY OF SMALL AND MEDIUM-SIZED ENTERPRISES

Boyu Zhao <sup>1,2</sup> & Lingli Wang<sup>2</sup>

<sup>1</sup>College of Economics and Management Nanjing University of Aeronautics and Astronautics,  
Nanjing, 210019, China

<sup>2</sup>Business School Lishui University, Lishui, 323000, China

**Background:** Management is always at the heart of business development. In the course of operation and long-term development, management functions are indispensable, but in essence, the management of enterprises focuses more on the management of people, especially in small and medium-sized enterprises. The focus of people management and human resource management is on how to mobilise employees' motivation by guiding their positive psychology, so that they can better play their personal value and realise the long-term development of the enterprise. In this process, positive psychology is the use of scientific methods to guide people in a more positive direction, which can help enterprise managers to better carry out personnel innovation management, especially for small and medium-sized enterprises, the use of positive psychology is more conducive to help enterprises to achieve the transition of modern and humane management, to stimulate the work of the majority of staff enthusiasm and potential, and to promote the stable and healthy development of enterprises.

**Objective:** On the one hand, through an in-depth interpretation and study of the concepts of enterprise innovation management and positive psychology, we explore the relationship between the two, especially the role of positive psychology in promoting enterprise management innovation, analyse in depth the value of the application of positive psychology in modern enterprise management innovation, and use the theoretical methods of positive psychology to innovate the management concept of small and medium-sized enterprises; on the other hand, by analysing the problems in the innovation management of small and medium-sized enterprises. On the other hand, by analysing the problems that exist in the innovative management of SMEs and combining the theoretical perspectives of positive psychology, we explore the practical strategies of positive psychology and the innovative management of SMEs. Through the application of positive psychology, we help enterprises to carry out employee management more scientifically, further enhance the happiness and sense of belonging of employees, attach importance to the improvement and innovation of the organisational environment of enterprises, provide employees with a more comfortable and belonging working environment, and promote the sustainable and healthy development of enterprises.

**Subjects and methods:** (1) Interpreting the concept of positive psychology. Positive psychology is the study of human strength and the positive character of virtue through the use of scientific methods. In layman's terms, positive psychology advocates helping people to develop a more confident, joyful and happy state of mind and to promote positive behavioural transformation through the growth of positive emotions in individuals. Research from the perspectives of individual subjective experience, personality traits and organisational environment helps people to develop positive emotions, which in turn enhances their sense of well-being and self-worth under the influence of such emotions.

(2) Integration of positive psychology and innovation management in SMEs. Modern enterprise innovation management cannot simply replicate traditional management concepts, but must realise that in an increasingly competitive marketplace, not only do SMEs themselves experience competitive pressures, but employees also experience internal and external competitive pressures. By applying positive psychology to SMEs' employee motivation system, culture construction and risk management, we can improve and innovate human resource management methods, so that employees can gradually increase their loyalty and trust in the company, and give better play to the advantages of human resources, thus helping the company to achieve healthy and sustainable development.

**Result:** (1) Innovative employee motivation system. Pay attention to the change of employees' subjective consciousness to the positive level of conscience, grasp the way of positive psychology in mobilizing individual positive emotions and experiencing feelings, change the traditional way of personnel motivation, deeply understand the psychological needs of employees in terms of work demand, satisfaction and salary, etc., formulate a diversified and personalized salary incentive system, and at the same time combine employees of different departments, age groups and value pursuit levels to formulate a rich content. In addition to the existing material rewards, we will give employees more spiritual rewards, such as performance bonuses, job promotions, paid holidays, help employees to formulate career plans and other salary incentives, so as to improve the incentive system to meet the psychological needs of employees, motivate them to work and gradually form a positive work mood.

(2) Exploring a positive corporate culture. According to positive psychology, a positive corporate environment is more conducive to the development of positive work emotions and positive qualities among employees. In other words, the enhancement of employee loyalty and trust in SMEs is always dependent on a good corporate culture. Therefore, on the one hand, SMEs should focus on building a positive working environment, for example, improving the construction of internal facilities, providing leisure and fitness venues and greening office areas for employees' recreation and leisure needs; on the other hand, managers must sort out positive management concepts, further enhance the enterprise's trust in employees and the system, and create a positive management team.

**Conclusion:** To sum up, in the development process of small and medium-sized enterprises, their managers must pay attention to the application of positive psychology, focus on the daily management of employees, and pay more attention to enhancing the happiness and sense of belonging of employees, to make employees feel that the enterprise cares for them, to look at each employee with appreciation and praise, to continuously innovate the staff motivation system, to explore a more positive corporate culture, and to provide employees with a more comfortable and positive energy in the workplace.

#### **Acknowledgements**

The study was supported by the Zhejiang philosophy and Social Sciences Planning Project "Research on strategic transformation and policy innovation of Zhejiang regional development in the new era" (No. 19NDFC382YB).

\* \* \* \* \*

## **PRACTICAL ANALYSIS ON THE EDUCATIONAL MODE OF COMBINING MORAL EDUCATION WITH PSYCHOLOGY IN COLLEGES AND UNIVERSITIES**

**Danfeng Zhao**

*Student Affairs Office, North University of China, Taiyuan, 030051, China*

**Background:** At present, the mental health problems of college students have become the focus of the state from all walks of life. As the backbone of social development, college students should increase ideological construction, cultivate correct ideas, establish a rigorous attitude towards life, promote mental health on the premise of ensuring physical health, and then alleviate the pressure they face in later work. For college students, they must strive to become a healthy adult in their daily study, so that they can alleviate their anxiety and constantly adjust themselves in the follow-up work, which can not only better adapt to social life, but also create good conditions for the development of relevant industries.

**Objectives:** At this stage, due to the rapid economic development, work pressure and life pressure have become important factors to crush college students. In view of this situation, this paper will focus on the practice of moral education combined with psychological education mode in Colleges and universities, and study how to meet the development needs of the new era, integrate moral education and psychological education, and promote college students to have good ideological and moral quality. At present, although colleges and universities in China have recognized the importance of mental health for the all-round development of students, there are still many problems in the educational model, which is difficult to achieve the expected effect. On the one hand, they do not recognize the importance of mental health in the educational model. At present, quality education has become an important demand for the development of the national education industry and an inevitable goal of future development. Colleges and universities are required to timely change the education mode in the process of daily education, pay more attention to mental health education, take quality training as the goal, use a variety of ways and means of psychological education, analyze specific problems and carry out mental health education according to the characteristics of students, Then promote the improvement of students' psychological quality. On the other hand, it ignores the impact of moral education on students' life. At present, moral education occupies a very large part in life. Good moral education can not only promote students to form correct three views, but also help students avoid some bad temptations in society, so that students can abide by moral norms and uphold the principles of life in future social work.

**Object and method:** Nowadays, many colleges and universities ignore the impact of moral education on students and unilaterally pursue the results of professional courses, which will not only increase the learning pressure of college students, but also hinder the development and progress of psychological education. After a deep analysis of the above situation, this paper puts forward the following optimization measures: first, we should pay attention to the cultivation of students' psychological quality, set moral education and psychological education as necessary courses in students' compulsory subjects, and require teachers to increase the research on different kinds of documents before teaching, further expand the