(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.

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channels of psychological education, and help students deal with the difficulties in life and learning. Ensure that students can have healthy ideology; Schools should actively encourage students to participate in social activities, so that students can understand the essence of life and love life in the process of activities, so as to abandon the influence of bad emotions on themselves, cherish life and love life; Second, we should cultivate students' concept of helping each other. The main reason for many students' psychological problems is that they do not dredge their bad emotions in time, which leads to a very adverse obstacle effect. Therefore, in daily education, schools should actively encourage class cadres and psychological counseling staff to help students eliminate obstacles and strengthen their mentality; Fourth, the environment is also an important factor in cultivating students' psychological quality. It can play a subtle guiding role for moral education and mental health education. The construction of the environment can indirectly improve students' psychological quality, play the role of implicit education, and convey correct ideas for students.

Results: In this process, teachers have organized a variety of activities, such as debates, so that students can understand the importance of moral education and psychological education in the process of activities, realize the adverse effects of wrong ideas, and then vent such emotions in time in subsequent learning and life; Fifth, moral education should be carried out in the form of infiltration. Moral education is not only the work that teachers of this subject should complete, but also in the study of other subjects. For example, teachers should constantly infiltrate moral education ideas, fully tap students' learning interests, use the form of education to provide students with suggestions on ideological construction, and help students form correct ideological views and life ideas, so as to standardize their behavior in future work. Create good conditions for the all-round development of students.

Conclusions: To sum up, the above optimization path can lay a good foundation for the cultivation of students and the construction of colleges and universities, and in the process of implementation, it comes to the conclusion that we should constantly strengthen the educational concept and further expand the educational methods and channels, so as to provide solid conditions for China's social development and talent training, so as to promote China to improve all aspects of comprehensive strength and skills, so as to achieve the standard of becoming a powerful country.

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APPLICATION ANALYSIS OF MANAGERS' COGNITIVE LEVEL IN INDUSTRIAL TRANSFORMATION AND UPGRADING

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Background: With the continuous improvement of China's comprehensive strength, the development environment of various industries in China has gradually changed. Under the new development environment, enterprises, as an important component of the industry, hope to drive the whole industry to achieve transformation and upgrading through the optimization of their own production and operation modes, in order to cope with the development needs of the new era. In this context, more enterprises have started to seek effective ways of transformation and optimisation in terms of industrial transformation, product upgrading, business model transformation, development of new markets and management transformation, which has led them to put more attention on enterprise management and enterprise talent teams. Researchers have noticed that in order to develop enterprise management and ensure sufficient human resources, it is necessary to start from the perspective of "people" and establish the concept of "people-oriented" development, thus, researchers have realised that mastering the theoretical knowledge of psychology can not only promote enterprise This has led researchers to realise that knowledge of psychological theory can not only facilitate the development and management of human resources and improve the economic efficiency and competitiveness of enterprises, but can also promote the modernisation and upgrading of enterprises and the construction of modern industrial systems. However, some industries are currently suffering from low productivity, backward production models and weak industrial strength, which are all caused by the traditional business models of enterprises in the industry, the poor overall quality of the human resources team, the low innovation capacity of enterprises and the lax management of enterprises. Based on this, the researchers propose strategies to optimise the management of each enterprise in the industry from a psychological