

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

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**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

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