

progress of creation. A foreign scholar once said: the working people have a strong creative spirit and are full of ideals and pursuits for life. They integrate these concepts into children's hearts and stimulate the emotions generated by their inner creativity. Arousing students' interest in art learning and improving students' subjective initiative and creative thinking is an important research topic in the innovation of basic art teaching. We should take subjective creative thinking as the main body of artistic activities, and guide students' subjective perception and innovation of receiving artistic unique language and modeling, and then reflect these in art teaching, so that students seem to be in the creative trend and artistic atmosphere to experience and release their feelings, so as to enhance their creative ability and cultivate their innovative consciousness.

**Table 1.** Employment questionnaire for graduates of a university.

Option	Professional counterparts/%	Professional skills/%	Innovation affects work ability/%	Innovation ability/%
A	57	29.8	61	27
B	30	31.2	28	31
C	13	40	11	42
Option	Professional prospect	Professional employment situation	Need for innovation (employment)	Whether innovation is reflected in teaching (in school)
A	20	16	58	20
B	33	31	24	35
C	47	53	18	45

**Conclusions:** (1) From the perspective of cognitive psychology, break the thinking mode, encourage students to think hard and quickly, and improve the coherence of thinking; (2) Set up a unique classroom model to cultivate the flexibility of students' thinking; (3) Establish a high-quality creative environment and encourage students to develop their thinking independently. In the art major, the cultivation of creative thinking ability from the perspective of cognitive psychology must be effectively and realistically integrated into the basic art teaching for a long time. Provide free and unrestricted space for the teaching and creation of art. Enable students to make full use of their unique thinking mode and modeling language, take creative thinking as the main activity in art development, and excavate the perception, spirit, will and excitement of the main people to create. Therefore, cultivating creative thinking ability is the core of basic art teaching.

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## THE INFLUENCE OF POSITIVE EMPLOYEE RELATIONSHIP MANAGEMENT ON EMPLOYEES' JOB WELL-BEING AND ITS MECHANISM

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**Background:** so far, the evolutionary history of society has gone through three stages: agriculturalization, industrialization and informatization. In the stage of agriculture, the problem of food and clothing is the main problem to be solved. The main goal of the industrialization era is "prosperity and strength". In the information age, people's eternal pursuit has become "happiness". Nowadays, happiness has not only become the research focus of China's academic circles, but also clearly reflected in national policies. From putting forward the management concept of "people-oriented", to the construction of a harmonious society, and then to paying attention to the improvement of happiness index, all reflect the attention of our government to people's happiness.

Job well-being can stimulate employees' work motivation and positive state, and then improve organizational performance. At present, most enterprises only pursue the maximization of short-term profits, believe in "means fetishism", do not know to change the management mode, and ignore the happiness of employees. Various studies show that enterprises with low employee happiness are facing very serious negative behaviors that hinder the development of enterprises, such as frequent job hopping, low performance, sharp increase of conflict between employees and job burnout. As people pay more and more attention to their quality of work and life and constantly pursue happiness, the traditional management model cannot completely solve these problems. Enterprise managers must incorporate the happiness index

into enterprise human resource management activities, actively take management measures, make organization members feel more happiness in their work, and give full play to people's spiritual productivity, so as to provide sustainable power for enterprises to continuously obtain profits, and then enable enterprises to achieve long-term development.

**Subjects and methods:** This study takes enterprise employees as the research object. Based on the study of job well-being, combined with the characteristics of Chinese cultural background and economic life, this paper uses correlation analysis and multiple regression analysis to explore the impact of positive employee relationship management on employees' job well-being.

**Study design:** This study uses correlation analysis and multiple regression analysis to explore the predictive power of positive employee relations on job well-being. The research discusses the structure of employees' job well-being from the perspective of integration, and deeply analyzes the impact mechanism of positive employee relations on job well-being, so as to provide theoretical and practical guidance for improving employees' job well-being and guiding employees' positive organizational behavior.

**Methods of statistical analysis:** firstly, through Pearson correlation analysis, this paper analyzes the correlation between the relationship in the employee relationship network and job well-being. The results show that there is a significant correlation between employee relationship network and job well-being, and there is a positive correlation.

**Results:** As shown in Table 1. Employee organization relationship has the greatest correlation with job well-being, with a correlation coefficient of 0.327, followed by employee superior relationship, with a correlation coefficient of 0.322, followed by employee colleague relationship, and employee family relationship with the lowest correlation, with a correlation coefficient of only 0.121. There is a significant correlation between employee relationship network and job well-being, but this does not explain the predictive power of relationship network. The study uses multiple regression analysis to explore the predictive power of different relationships on job well-being. Taking employee relationship network as independent variable and job well-being as dependent variable, this study analyzes the predictive power of employee relationship network on job well-being.

**Table 1.** Correlation Analysis between employee relationship management and job well-being.

	Relationship	Employee organization	Employee colleague	Employee family	Employees friends	Employee superior
Work Happiness	Pearson correlation	0.327**	0.232**	0.121**	0.226**	0.322**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000

\*\* indicates a significant correlation at the 0.01 level (bilateral)

**Table 2.** Standard regression coefficient.

Model	Non standardized coefficient		Standardization coefficient	t	Sig
	B	Std. error	Beta		
(Constant)	2.217	0.517	-	4.290	0.000
Employee organization relationship	0.356	0.084	0.195	4.232	0.000
Employee colleague relationship	0.205	0.098	0.093	2.091	0.037
Employee family relationship	-0.043	0.082	-0.023	-0.525	0.600
Employee friend relationship	0.197	0.110	0.082	1.790	0.074
Employee superior relationship	0.481	0.112	0.196	4.305	0.000

The analysis results are shown in Table 2. The employee superior relationship, employee organization relationship and employee colleague relationship enter the regression equation, and the standard regression coefficients are 0.196, 0.195 and 0.093 respectively. Comparing the excluded relationships, it is found that employee family relationship negatively predicts job well-being, and the predictive power of employee friend relationship is greater than that of employee family relationship. Based on the above analysis, in the relationship network structure of ordinary employees, employee superior relationship, employee organization relationship and employee colleague relationship can fundamentally affect employees' job well-being, while employee friend relationship and employee family relationship have less predictive power.

Only from the perspective of beta coefficient, the predictive effect of friend relationship is inferior to that of colleague relationship, and the predictive effect of family relationship is the smallest, but it negatively affects job happiness.

**Conclusions:** The results of this study show that employee relationship stability management is the most important factor affecting employee well-being. To explore the action mechanism of employee relationship management and job well-being is intended to provide targeted guidance for fundamentally improving employees' job well-being, further improve employees' efficiency, stimulate employees' positive organizational behavior and improve their job performance, Finally, build an active organization.

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## THE OPTIMIZATION OF THE APPLICATION OF GOODWILL VALUATION CUT-OFF METHOD UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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**Background:** With the vigorous development of market economy, the competition among enterprises is increasingly intensified. Many enterprises have chosen m&a activities to expand business channels and open up new markets. As one of the ways for enterprises to develop rapidly, MERGERS and acquisitions play an important role in market economy. The evaluation of goodwill is also very important in economic activities such as m&a and reorganization. However, the measurement of goodwill has not formed a perfect measurement and evaluation system, and its accounting treatment has always been a hot topic in the field of accounting theory and practice. In most cases, the method of cutting difference is selected to calculate and evaluate the value of the goodwill of the enterprise merger, which standardizes the method and applicable conditions of the enterprise assets evaluation, which is helpful for the enterprise to measure the future benefit ability and development space of the acquired enterprise when making the merger decision. However, there are still some problems in the application of goodwill valuation cut-off method, so this paper analyzes and studies the optimization strategy of the application of goodwill valuation cut-off method under the background of social psychology, which is a major branch of psychology. It deals with psychological problems related to society. As we know, all social affairs have human factors in them, that is, psychological problems in them. The psychology of these subjects is social psychology. In contemporary psychological science, cognitive psychology and social psychology are most valued by people. Social psychology studies the development and change of individual psychological activities under specific social living conditions from the perspective of interaction between individual and society. Social psychology not only emphasizes the interaction between society and individuals, but also attaches importance to the discussion of social situations and the internal psychological factors of individuals. The research scope of social psychology involves individual social psychology and social behavior, social interaction psychology and behavior, group psychology and applied social psychology, that is, theory and method, social individual, attitude and behavior, social influence and application of social psychology and other fields. Therefore, it is of great application value to carry out optimization research on the application of goodwill valuation cut-off method in this social psychology background.

**Subjects and methods:** Based on the problems existing in the evaluation of corporate goodwill value by the method of cutting, this paper makes an in-depth analysis of the optimization strategy of the application of the method of goodwill valuation based on the consideration of various group relations.

**Study design:** This paper analyzes the problems existing in the evaluation of enterprise goodwill value by cutting method as the research basis, that is, this method can only reflect the numerical value, cannot reflect the specific component factors; Different calculation methods will lead to the deviation of the evaluation value from the actual value; It is one-sided to use only the value of the cut difference method as the final evaluation value. If the size of the enterprise is small, some goodwill value is not reflected; The disorder of industry affects the accuracy of goodwill evaluation. Based on the analysis of various social relations, this paper puts forward the optimization strategy of the application of goodwill evaluation cut-off method. On the basis of this, it is proposed to improve the objectivity of the evaluation results by taking into account the expert scores when using different calculation methods. Based on the standard formula, factors affecting the value of goodwill are considered comprehensively. Analyze the complex interpersonal relationship between employees, improve the management system, optimize the business ability of asset appraisers through a variety of ways; We will improve relevant laws and regulations in accordance with social conditions.