

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means average influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 people is taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Impact of enterprise development path innovation from the perspective of management psychology

Factor	Enhance management awareness	Realize organic combination	Attach importance to human resources	Innovation incentive mechanism
People	4	4	4	4

Conclusions: Management psychology originated in western developed countries. There are still differences between it and the actual situation in China. There are still some problems in its application. This paper classifies and summarizes the factors affecting the strategic orientation, performance orientation and inhibition of enterprise open innovation, discusses the response of enterprises to different internal and external innovation resources in the process of open independent innovation, and analyzes some strategic motives, selection paths and orientation preferences in the process of innovation. Based on management psychology, choosing a reasonable innovative development path can more effectively promote the long-term development of enterprises.

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LITERARY PSYCHOLOGY IN LANDSCAPE ECOLOGICAL PLANNING MODEL OF PASTORAL COMPLEX

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Background: Literary psychology is a branch of psychology that studies the creative process of literature and art, the feelings of the audience, the understanding of artistic works and their regularity. Literary psychology mainly studies how writers and artists accumulate and refine materials through observation, experience and analysis of real life. The process of creative imagination based on perception and memory. study the relationship between emotion, abstract thinking and imagination. Study the interest, hobby, ability, character, temperament and other characteristics of writers and artists and their influence on creation. Study how people feel and understand literary works and cause emotional resonance in the process of appreciating literary works. Study how to enrich and improve people’s spiritual life and inspire people’s will and enthusiasm through literary and artistic works and artistic activities. Study how to cultivate teenagers’ literary interest, appreciation and creative ability, and how to improve teenagers’ aesthetic and creative ability. The main starting point of landscape ecological planning of pastoral complex is to meet the audience’s preliminary approval and feeling ability of “beauty”, and cultivate the planner’s imagination and creativity. It is not only an indispensable part of quality education, but also a reform direction actively explored at present. The planning and design mode of pastoral complex is different from the traditional township planning and development ideas, and cannot be based on the existing urban planning and design methods. Based on literary psychology, the residential environment landscape is subdivided into characteristic residential landscape, leisure and entertainment landscape, humanistic experience landscape, etc. The ecological experience landscape includes the river and lake landscape and farmland natural landscape around the village, and then puts forward the corresponding landscape planning and development strategies for each development model. Since entering the 21st century, China’s economy and society have entered a stage of rapid development, and people’s living standards have been greatly improved. More and more rural labor resources are exported to cities, which makes many negative effects on rural planning and construction increasingly prominent, the number of hollow villages is increasing, and the phenomenon of agricultural land abandonment is becoming more and more common, and so on. Therefore, in recent years, it has gradually advocated the planning and construction of new rural complexes, characteristic towns and beautiful villages.

Objective: Literary psychology researchers advocate studying how people feel and understand literary works and cause emotional resonance in the process of appreciating literary works. The thought of literary

psychology has gone through the course of more than a century from its inception to now. In the planning process, on the basis of understanding and knowing the existing resource endowment and actual development status of the area where the pastoral complex is located, integrate the concept of ecological sustainable development, discuss the own advantages, future planning direction and suitable development ideas of the pastoral complex, so as to formulate a landscape planning model suitable for its coordinated development, and refine the relevant core contents, The guiding landscape planning concept, design principles and objectives of pastoral complex are put forward.

Subjects and methods: Due to various problems such as the source of funds for the planning and construction of pastoral complex and the construction mode adopted, it is difficult to control the landscape planning system and the construction quality. Therefore, there are still many problems to be solved in the landscape planning and construction of pastoral complex. Because the main map of the pastoral complex involves many aspects, and in the actual landscape planning and design process, the designer usually ignores the use will and feelings of the villagers, which is one of the subjects, so it does not provide specific material and spiritual use space for the villagers from the perspective of environmental behavior. Therefore, the application of literary psychology is extremely important.

Study design: Four cities were randomly selected, and 50 people were randomly selected from each city. A total of 200 people were surveyed. A total of 200 copies were distributed, 279 copies were recovered, and the number of valid copies was 265. The content of the questionnaire is to analyze the audience satisfaction in the landscape ecological planning mode of pastoral complex based on literary psychology from three aspects: characteristic residential landscape, leisure and entertainment landscape and humanistic experience landscape.

Methods: Using Excel to study the influence of statistical literary psychology on the landscape ecological planning model of pastoral complex.

Results: Literary psychology plays an important role in the ecological planning model of pastoral complex landscape, meets the visual needs of the audience, promotes the formation of the characteristics of pastoral complex landscape and mobilizes the subjective initiative of participants.

The survey results use four grades 1-4 to quantify the influence values of specific factors. 1 indicates dissatisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special satisfaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and taken as the average, and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Influence of literary psychology on landscape ecological planning model of pastoral complex

Factor	Characteristic residential landscape	Leisure and entertainment landscape	Humanistic experience landscape
City1	3	4	3
City2	4	3	4
City3	4	3	3

Conclusions: The construction of landscape planning mode of pastoral complex needs the integration of multi-disciplinary knowledge system as the basis, and can be combined with the theories of ecological sustainability, pastoral urban design theory and bottom-up participatory thought as the theoretical basis for the construction of landscape planning system. The artistic landscape planning idea can meet the appreciation requirements of local residents and users, it can also effectively promote local residents and users to actively participate in the landscape planning decision-making process of rural complex, establish an interactive planning model, and finally fully mobilize the subjective initiative of people to participate in the planning and design of rural complex.

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ANALYSIS OF INTERNET FINANCE PROMOTING THE DEVELOPMENT OF GREEN ECONOMY FROM THE PERSPECTIVE OF PSYCHOLOGY