

Results: In the appreciation of film and television works, teachers use different types of film and television drama works to guide students to conduct emotional analysis on the role shaping in the works, and evaluate students' aesthetic emotional expression and conscious association psychology in the analysis. See Table 1. Table 1 shows that in the face of different types of film and television drama works, students show different aesthetic emotional expression and conscious association psychology.

Table 1. The influence of film and television works on color psychology (%)

Project	Joy	Sadness	Sympathy	Self-confidence
Emotional expression	86	82	94	93
Conscious association	91	87	91	90

Conclusions: Film and television works are becoming more and more important in social development, and the emotions contained in them are becoming more and more obscure. Therefore, how to improve the ability of emotional expression and understanding in film and television works is a problem that we need to solve. Based on color psychology, this study analyzes the emotion of film and television works and the changes of students' color psychology from the color design in role shaping. The results show that in the appreciation course of colleges and universities, there are differences in teachers' evaluation of students' color psychological changes in the process of students' film and television works appreciation, and there are obvious differences in students' color psychology for different types of film and television works. Therefore, in the face of the increasingly developing modern society, in order to better adapt to the products of social development, in view of the increasing number of film and television drama works, it is necessary to understand the emotional changes in film and television works from color psychology, so as to cultivate personal color psychology and improve personal interest in daily life.

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THE INFLUENCE OF CULTURAL AND CREATIVE PRODUCT DEVELOPMENT ON SOCIAL PSYCHOLOGY IN DAWAN DISTRICT, GUANGDONG, HONG KONG AND MACAO

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Background: In the city one belt, one road city, Guangdong, Hong Kong and Macau, the development of the bay area has attracted much attention. The development and construction of the Bay Area in Guangdong, Hong Kong and Macao is an important development decision made by the Central Committee of the CPC. It emphasizes that the big bay area of Guangdong, Hong Kong and Macao needs to develop into a world-class city group, and become an important support for the whole area. At the same time, it should also make the city a livable and comfortable social circle. In the development of Guangdong, Hong Kong and Macao Bay area, its cultural and creative products are also gradually emerging. As a huge social community, Guangdong, Hong Kong and Macao Bay area contains rich and diverse cultures. With the support of diversified cultures, the cultural and creative products of Guangdong, Hong Kong and Macao Bay area are also diverse. However, multiculturalism not only brings many opportunities, but also brings many challenges. Under the influence of multiculturalism, there is a gap in the communication between different social communities, which leads to the differences in the cultures of different regions in Guangdong, Hong Kong and Macao Bay area, which also hinders the development of cultural and creative products. It can be seen from the existing research that the development of cultural and creative products directly affects regional economic development. When the development of cultural and creative products is blocked, the regional economy will be seriously affected.

Social psychology is a psychological science that studies the communication psychology among social individuals, groups and organizations. In the process of social development, different regions of China gradually use local culture to achieve economic development. At the same time, it emphasizes the use of social communication to promote cultural communication and achieve the purpose of regional comprehensive development. In social psychology, social representation is the guarantee that determines

the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. On the other hand, social psychology believes that the discourse sharing of social representation provides a development background for regional development and enables all sectors of society to communicate effectively. For some coastal areas, inland cities expect to accept their cultural products, and coastal cities also desire to sell cultural and creative products to inland cities. There is a certain social relationship between them, that is, consumers get corresponding services with social consumption psychology, while merchants get corresponding consumption with social service psychology. According to social psychology, businesses and consumers complement each other and reach a certain agreement in social communication. Therefore, how to analyze the development of cultural and creative products in Guangdong, Hong Kong and Macao Bay area from the perspective of social psychology can promote the consumption exchange between inland and Guangdong, Hong Kong and Macao Bay area and promote regional development.

Objective: This paper discusses the individual social communication psychology of Guangdong, Hong Kong and Macao Dawan District, analyzes the cognition of inland consumers on cultural and creative products in Guangdong, Hong Kong and Macao Dawan District, and discusses the correlation between cultural and creative products and social psychological activities of social groups in Guangdong, Hong Kong and Macao Dawan District, so as to provide theoretical support for the development of cultural and creative products and social psychological analysis.

Study design: Taking the merchants and consumers in the sales of cultural and creative products in Dawan District of Guangdong, Hong Kong and Macao as the research object, 20 merchants and 200 consumers in the sales of cultural and creative products in Dawan District of Guangdong, Hong Kong and Macao were selected to count their social and psychological status. Using principal component analysis, this paper summarizes the social-psychological activities of cultural and creative product sales merchants and consumers in Guangdong, Hong Kong and Macao, and analyzes the social-psychological impact of cultural and creative product development on merchants and consumers in Guangdong, Hong Kong and Macao.

Results: The impact of cultural and creative product development in Guangdong, Hong Kong and Macao Dawan district on the social and psychological activities of sellers and consumers are shown in Table 1. It is graded from 0 to 4. 0 means no impact and 4 means full impact.

Table 1. The impact of product development on the social psychology of merchants and consumers

Content	Business		Consumer	
	Self-cognition	Social cognition	Self-cognition	Social cognition
Innovation	4	3	4	4
Practicability	3	3	4	3
Appreciability	4	4	3	4

Conclusions: China's regional development is a necessary stage with social development. The purpose is to promote national economic development by promoting regional economic development and bring better life experience to citizens. In the development of Guangdong, Hong Kong and Macao Bay area, the development of its cultural and creative products determines the regional economic development rate to a certain extent. In the research, it fully analyzes the regional internal social activities in the development of Guangdong, Hong Kong and Macao Bay area and the social activities in the sales of cultural and creative products, and puts forward the development path of cultural and creative products, so as to analyze the social and psychological changes of merchants and consumers in product development and consumption. The results show that the innovation, practicability and appreciability of the development of cultural and creative products in Guangdong, Hong Kong and Macao can significantly affect the social and psychological activities of businesses and consumers, indicating that in the subsequent development, in order to meet the social psychology of consumers, the development and design of cultural and creative products in Guangdong, Hong Kong and Macao should be carried out from the three levels of innovation, practicability and ornamental. Social psychology is psychological research that studies social activities. Its development closely affects the national economic development. Therefore, it is necessary to make full use of social psychology to reflect the changes of psychological activities of social groups and promote economic development.

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RESEARCH ON THE APPLICATION OF MANAGEMENT PSYCHOLOGY IN THE INNOVATION AND DEVELOPMENT OF ENTERPRISES

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Background: Management psychology was created in the 1950s. In a word, it is a science that studies human psychological phenomena, the psychological processes and development laws in the process of management. It is the branch of industrial psychology that applies the knowledge of psychology to analyze, explain, and guide individual and group behaviors in management activities. Its purpose is to maximize the motivation of people, improve organizational structure and leadership performance, improve the quality of work and life, establish healthy and civilized interpersonal relationships, and achieve the purpose of improving management and developing production.

In recent years, with the rapid development of productivity, the labor-management contradictions in production relations are sharpened, enterprises urgently need to seek new management theories and methods, and the development and use of management psychology has emerged.

Objective: Apply management psychology to corporate management to enhance the company's operational development capabilities, improve the effectiveness and scientificity of corporate decision-making capabilities, better manage the existing employees within the company, and enhance the autonomy and enthusiasm of employees in their work; exert the employees' own value, provide theoretical reference and guidance for the development and management of the enterprise, enhance the internal operation ability of the enterprise in a true sense, and ensure the long-term and comprehensiveness of the enterprise's development.

Subjects and methods: The use of management psychology in corporate management mainly includes: corporate culture dissemination, training activities, creation of incentive systems, and strengthening of team management.

Management psychology requires managers to establish a relationship between corporate culture and employees' self-values, strengthen employees' sense of identity with corporate culture, and put employees' personal interests and corporate interests in the same position, in order to achieve the goal that the employees and the company are related to each other and advance and retreat together. Only when companies regularly carry out training activities can they keep pace with the times, continuously improve their work abilities, and innovate work results, so that the company can continue to develop in a sustainable and healthy manner in line with the needs of the times. Creating an incentive system is significant since talent strategy is the core strategy of an enterprise. The more prominent the salary incentive effect, the higher the cohesion of employees, the higher the labor efficiency, and the more significant the core competitive advantage of the enterprise. The enterprises should combine certain concepts in management psychology and adopt appropriate psychological methods to reasonably solve employees' previous conflicts.

Study design: Divide employees from 7 companies in a city that have not adopted the management psychology model into two groups. The observation group is guided by management psychology, and the control group maintains routine operations. One month later, design a questionnaire evaluation form, and calculate the corporate culture index, employee motivation index, employee satisfaction index, and team management index between the two groups by means of questionnaire surveys, and the sum is used as the overall management score. In addition, according to the evaluation data of the management personnel of each enterprise and the company's operating results, the performance indicators of each group are sorted separately.

Results: The overall management scores of each enterprise in the observation group and the control group are shown in Table 1, and the performance indicators of the observation group and the control group are shown in Table 2.

It can be seen from Table 1 that the overall management score of the observation group using management psychology has obvious advantages compared with the control group. In the actual work process, the efficiency, work enthusiasm, and working atmosphere of the observation group are greatly improved.

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2 \sum_{i=1}^n (y_i - \bar{y})^2}}$$