IDEOLOGY LED, PROCESS DRIVEN AND LAYERED PROMOTION — CONSTRUCTION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION MODEL BASED ON EMOTIONAL BEHAVIOR CHANGE

Qi Zhang*

School of Economics and Trade, Shandong Management University, Jinan 250031, China

Background: In the new era of “mass entrepreneurship and innovation”, domestic college students have become the main force of innovation and entrepreneurship. Colleges and universities have become the cradle of innovation and entrepreneurship, the stage of knowledge incubation dream and the key to promoting industrial transformation and upgrading. After years of precipitation, college students’ entrepreneurship education has achieved certain results, but there are still a series of problems, such as lack of innovation in college students’ entrepreneurship teaching mode, lack of cohesion in courses, lack of penetration in training, lack of understanding of innovation and entrepreneurship among college students, and weak entrepreneurship and awareness. Therefore, this paper will build an innovation and entrepreneurship education system through a multi-level progressive model to improve the training effect of innovation and entrepreneurship talents. At the same time, it studies the changes of students’ emotional behavior in the process of innovation and entrepreneurship.

Research Method: A questionnaire survey was conducted on more than 2000 college students in Changle University Town, Jinan. The research questions were guided by educational psychology, and the statistical results were summarized and analyzed.

Research Results: Based on the current pain points of innovation and Entrepreneurship Education: lack of guidance of double innovation thought, lack of double innovation driving mechanism and lack of double innovation process management, this paper puts forward an innovation and entrepreneurship education model of “thought leading, process driving and layered promotion” to expand the education chain. It is the correlation analysis of positive entrepreneurial emotion, entrepreneurial motivation, social support and entrepreneurial behavior tendency. The results of correlation analysis found that positive entrepreneurial emotion, entrepreneurial motivation, entrepreneurial behavior tendency and social support were significantly positively correlated, which provided support for further testing the moderating mediating effect.

Research Conclusion: This paper proposes to take “three-tier progressive” as the core path to improve college students’ innovation and entrepreneurship education, which meets the requirements of the era of “innovation and entrepreneurship”, and is conducive to the realization of the curriculum system of innovation and entrepreneurship education, the ideological guidance of innovation and Entrepreneurship Education and the process management of innovation and entrepreneurship education. The construction of entrepreneurship education and innovation model in Colleges and universities has important reference value. 1. Stimulate the potential of psychological capital and improve the entrepreneurship education system. Positive entrepreneurial emotion significantly positively predicts entrepreneurial behavior tendency, which shows that positive entrepreneurial emotion plays an important role in the process of entrepreneurship. Entrepreneurship educators in Colleges and universities should explore the development strategy of psychological capital, cultivate positive entrepreneurial emotion, stimulate the potential of College Students’ psychological capital, and improve the entrepreneurship education system. One is to offer courses in positive psychology. Embed positive psychology courses in the entrepreneurship education system, exercise and develop college students’ psychological capital with the help of positive psychology courses, give full play to students’ own advantages and develop their potential, and cultivate their confidence and ability in the face of difficulties and challenges, perseverance in the pursuit of goals and optimistic attitude towards things. Second, strengthen social practice and community activities. The school can improve the socialization skills of college students, enhance their interpersonal cooperation and communication skills, and let them experience positive success emotions in practice through measures such as the socialization of community activities in the school, the diversification of social practice during holidays and the entrepreneurship of graduation practice. Third, organize entrepreneurship training camps and innovation and entrepreneurship...
Background: In recent years, the frequent occurrence of offshore oil leakage has increased the risk of offshore oil pollution. According to statistics, in the 1970s, there were two tanker accidents every week in the world. The American oil tanker “Tory Canyon” drowned in the English Channel after hitting a rock in 1967, and the “Exxon Valdez” ran aground in 1989. Oil tanker leakage has had a significant impact on the marine environment, economy and human health. Therefore, we must focus on the safety of oil tanker transportation in the port, so as to protect the mental health and property of the crew and the marine environment. The mental health of crew members in closed environment is also controversial.

Research Objects and Methods: A survey was conducted in Xiadong port, Shekou port and Ma’an port of Shenzhen port. Through questionnaire survey, expert interview and field survey, the comprehensive evaluation index system of coastal ports is determined, and the fuzzy comprehensive evaluation model is constructed. Finally, correlation analysis is used to determine the impact of each component on risk. Watson and friend (1969) defined “fear of negative evaluation” (fne) as being superior to others' evaluation, being distressed by others' negative evaluation, and expecting to be negatively evaluated by others. The items of this scale are completely consistent with the above concepts. The prototype of fne scale (Watson and friend, 1969) contains 30 “yes and no” items, of which the positive and negative scores are roughly the same. The revised concise scale (Leary, 1983) contains 12 items in the original scale and is rated at level 5 (1 = completely inconsistent with me; 5 = very consistent with me). The score range of the original fne scale is from -30 (minimum fne) to 30 (maximum fne). The concise scale ranged from 12 to 60. The opposite of high fne is that there is no guarantee of excellence in the evaluation of others, but not necessarily the expectation or need for positive evaluation. The average score of 205 college students in the original table was 15.5 (SD = 8.6), and the score was rectangular distribution. The mean score of another sample composed of 128 subjects was 13.6 (SD = 7.6). A. The mean score of the sample (n = 150) used to compile the 12 item concise scale was 35.7 (SD = 8.1).

Results: The results show that: (1) the risk value of oil spill in Xiadong port is the largest, followed by Shekou port and Maawan port. The average oil spill risk level of oil tankers in the three ports is “general risk”; (2) The responsibility coefficient is an important index to measure the safety of oil tankers; (3) In terms of natural environmental factors, Xiadong port is dominated by wind, Shekou port and Maawan port are dominated by visibility and velocity; Among the navigation environment factors, the navigation conditions of Xiadong port are the main factors affecting the safety of oil tankers, while the density is the main factor affecting the safety of oil tankers in the other two ports. The results showed that the scores of the four dimensions of suicide attitude in the two groups were less than 2 points, and the difference was not statistically significant (P > 0.05). After 8 weeks of cognitive behavioral intervention, the average scores of crew members in the four dimensions of understanding the nature of suicidal behavior, attitude towards suicides, attitude towards family members of suicides and attitude towards euthanasia were significantly higher than those in the control group (P < 0.01). It is suggested that cognitive behavioral intervention can change the cognition and attitude of depression patients towards suicide.

Conclusion: The results of this study provide basis and support for port area and ship safety management decision-making, and have certain practical guiding significance. According to the evaluation model, ports and shipping companies can determine the risk degree of ships in the sea area and take appropriate preventive measures to reduce oil leakage. However, this paper also has some defects that need to be improved: (1) although the fuzzy comprehensive evaluation method has certain advantages in the case of relatively few accident data, the acquisition of its weight needs to be combined with expert experience, so it is difficult to avoid the subjectivity of its view, which has a certain impact on the final evaluation. (2) There are many factors affecting the oil spill risk of oil tankers. With the passage of time, the port environment and ship structure will change, and the factors affecting oil leakage will also change. At the same time, by comparing the effects of depression on crew suicidal ideation in a closed.