

# Research on Constructing the Cultivation Mode of College Students' Innovative and Entrepreneurial Psychological Quality in Mental Health Education

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**Objectives:** Under the background of entrepreneurship, college students have obvious entrepreneurial advantages and become the main force in the entrepreneurial army. Universities actively respond to the call of the state. **Methods:** In recent years, they have continuously expanded their enrollment, which has made many students exposed to higher education courses and increased the knowledge reserve of Chinese students. Entrepreneurial psychological quality refers to a kind of psychological quality level which is formed and continuously developed and matured under the influence of people's entrepreneurial environment and corresponding society. **Results:** It is a reflection of people's psychology and behavior. In the actual process of entrepreneurship, due to the lack of social experience and entrepreneurial psychological quality, it is often difficult for college students to achieve the desired goals, often ended in failure. It is important to cultivate the psychological quality of college students. **Conclusion:** Based on this, this paper constructs the cultivation path of College Students' innovation and entrepreneurship psychological quality by improving the innovation and entrepreneurship health education curriculum, improving the psychological consultation mechanism, and doing a good job of psychological health dynamic tracking.

**Keywords:** innovation and entrepreneurship; psychological quality; mental health education

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In recent years, with the promotion of the "belt and road initiative" initiative and the new economic trend of "mass entrepreneurship and innovation", the innovation and entrepreneurship education of Chinese college students has been rapidly promoted, and various universities have introduced corresponding innovation and entrepreneurship cultivation methods<sup>1</sup>. In order to alleviate the current

employment situation, the state has issued relevant documents to encourage college students to start businesses in order to accelerate economic development and optimize industrial structure<sup>2</sup>. Under the background of entrepreneurship, college students have obvious entrepreneurial advantages and become the main force in the entrepreneurial army. Universities actively respond to the call of the state. In recent years,

they have continuously expanded their enrollment, which makes many students come into contact with higher education courses and increases the knowledge reserve of Chinese students<sup>3</sup>. China has been pursuing the strategy of rejuvenating the country through science and education, and has also invested a lot of money in the field of knowledge, especially in the construction of Chinese universities, which has increased the investment in capital and technology, making Chinese universities at the national high level in teaching hardware and software, and ahead of other countries in the world<sup>4</sup>. At present, universities that implement innovation and entrepreneurship education in China generally focus on imparting students' knowledge and skills of innovation and entrepreneurship, but relatively weaken the cultivation of psychological quality of innovation and entrepreneurship<sup>5</sup>. However, practice shows that innovation and entrepreneurship activities are more a test of students' psychological quality, and psychological quality is the key factor for the success of innovation and entrepreneurship activities<sup>6</sup>.

Universities reserve a large number of technical and professional talents for the country, and provide a reserve force for China's development<sup>7</sup>. The level of college students' psychological quality is directly related to whether they can successfully start a business. Entrepreneurship requires college students to have the courage to prevent risks. In the process of starting a business, college students should have the tolerance and courage to face all adverse consequences, and require college students to have good psychological quality, and at the same time, they should form the ability to adjust bad psychological state<sup>8</sup>. Entrepreneurial psychological quality refers to a psychological quality level which is formed and continuously developed and matured under the influence of people's entrepreneurial environment and corresponding society. It is a reflection of people's psychology and behavior<sup>9</sup>. How to treat innovation and entrepreneurship with a scientific attitude, participate in innovation and entrepreneurship competition with a positive spirit, and overcome innovation and

entrepreneurship difficulties with a strong will is a problem that must be solved before college students' innovative entrepreneurs<sup>10</sup>. Good entrepreneurial psychological quality is an important factor for college students' success in entrepreneurship, career communication and cooperation. Cultivating entrepreneurial psychological quality is of positive significance for promoting college students' entrepreneurial activities and improving the success rate of entrepreneurship<sup>11</sup>. It is of great significance and value for universities to highlight their own advantages, improve their employment competitiveness and promote their all-round development based on students' development<sup>12</sup>.

It is far from enough to educate college students on entrepreneurship theory, and it is necessary to pay attention to cultivating college students' entrepreneurial psychological quality<sup>13</sup>. In the process of teaching college students' entrepreneurship, it is necessary to focus on the analysis of college students' entrepreneurial psychological quality, and take corresponding measures to educate and cultivate college students' entrepreneurial psychological quality, so that college students can have a strong heart and just right courage in the process of entrepreneurship, and promote the success of college students' entrepreneurship<sup>14</sup>. Under the new situation, the importance of innovation and entrepreneurship education in universities has become increasingly prominent. How to deal with the psychological problems of college students in the process of innovation and entrepreneurship and help students develop strong psychological quality of innovation and entrepreneurship requires universities to strengthen their psychological quality of innovation and entrepreneurship and psychological cognitive education<sup>15</sup>. In the actual entrepreneurial process, due to the lack of social experience and entrepreneurial psychological quality, college students' entrepreneurship is often difficult to achieve the expected goals and often ends in failure. The core of university innovation and entrepreneurship education is to educate college students' psychological quality of innovation and entrepreneurship<sup>16</sup>. In order to cultivate college students' psychological quality of innovation and entrepreneurship, university

mental health education plays an important role<sup>17</sup>. Based on this, this paper constructs the training path of college students' psychological quality of innovation and entrepreneurship by perfecting the health education course of innovation and entrepreneurship, perfecting the psychological consultation mechanism, and keeping track of mental health.

## METHODS

### Entrepreneurial Cognitive Bias

Psychological quality of innovation and entrepreneurship is the collective name of psychological quality of entrepreneurship and innovation, which refers to the relatively stable psychological quality displayed by individuals in innovation and entrepreneurship activities. Since entrepreneurship is a high-risk choice, college students don't know much about entrepreneurship in their perennial study process, which leads to the lack of correct understanding of entrepreneurship among Chinese college students. College students' innovative consciousness needs the cooperation between teachers and students, and is formed under the condition of language guidance and cultural edification for a long time. However, in order for Chinese college students to get better development, it is not enough to have a sense of innovation, and they must have the ability of innovation, which can only be completed under the premise of continuous self-innovation in the ideological field<sup>18</sup>. As a base for cultivating talents, universities should infiltrate innovative and entrepreneurial ideas and consciousness from college students based on the reality of their development and the characteristics of professional teaching, so as to promote their professional interest and motivation for innovation and entrepreneurship<sup>19</sup>. There are many initial motivations for college students to choose to start their own businesses, some of which are based on their own willingness to start their own businesses, some of which are recommended by relatives and friends, and some of which are sudden entrepreneurial impulses because they have not found ideal jobs without

careful consideration.

In the educational content of innovative and entrepreneurial psychological quality, we should follow the principle of combining process with stage, divide the cultivation of innovative and entrepreneurial psychological quality into preparation stage, initial stage and growth stage, and cultivate different entrepreneurial psychological quality for students of different grades. Some students are too optimistic about starting a business. In their view, starting a business is a very easy thing, which leads to the lack of preparation in the process of starting a business and the inability to solve the difficulties encountered quickly and efficiently. In order to find a suitable platform to show the innovative ability of college students, it is necessary for college students to have entrepreneurial awareness and cultivate their entrepreneurial ability in long-term practice accumulation. As a university, we should not only teach college students the knowledge of innovation and entrepreneurship, but also put the shaping of personality first in education, and exert a subtle educational role for college students through humanistic education, so as to cultivate the humanistic spirit of college students and promote the shaping of their innovative and entrepreneurial good personality<sup>20</sup>. In comparison, college students' innovative consciousness is still weak and needs to be strengthened. This is mainly due to the fact that many college students only pursue physical and mental pleasure after coming to university, such as the pursuit of various entertainment life such as internet infatuation. Innovative ability does not exist in isolation. Only by finding a suitable platform for college students' innovative ability in society can they be brought into full play and Chinese college students be invincible in the world competition.

### Self Orientation is Not Clear

At present, Chinese college students have great enthusiasm for starting a business because of their novelty and strangeness, but these college entrepreneurs generally lack a persistent enterprising spirit and enough patience. Innovation and entrepreneurship ability is the

ability that an individual must have to ensure successful completion of innovation and entrepreneurship activities, including entrepreneurial knowledge, skill ability, innovation ability, adaptability, leadership ability, interpersonal ability and team coordination and cooperation ability. When contemporary college students choose to start their own businesses, the external factors have great influence, but they should pay more attention to the internal factors, and the most important one is the psychological factors which have a prerequisite effect. Because they have developed the lazy and loose habit during their college study, they usually bring this lazy style into their entrepreneurial work when they start a business<sup>21</sup>. In innovation and entrepreneurship, college students do well in interpersonal communication and entrepreneurial knowledge and skills, but their innovation ability, leadership ability and adaptability are weak. In addition, innovation and entrepreneurship activities are usually completed by a team, and it is difficult to complete innovation and entrepreneurship activities only by one's own ability, so teamwork ability is particularly important<sup>22</sup>. At present, the biggest problem facing college students is employment. Many students are unemployed when they graduate, and even many students are still unemployed after many years of graduation. This is not only the reason for the fierce competition in social employment, but also has a certain relationship with the weak ability of Chinese college students.

Good psychological quality is not only the potential cornerstone of college students' entrepreneurial success, but also a decisive key factor. The living conditions of the new generation of college students are superior, but at the same time, their social experience is relatively scarce. Therefore, when encountering difficulties and obstacles on the road to starting a business, it is easy to be depressed and self-denying, which is manifested by weak psychological resistance to stress<sup>23</sup>. With the improvement of Chinese people's material level, people's spiritual level has also been greatly improved, which has gradually changed from material consumption to spiritual consumption, and their views on things have

become more rational. Some college entrepreneurs will doubt their original choice. What's more, due to their lack of psychological adjustment ability and effective external psychological counseling, they are on the extreme road after experiencing setbacks. This is a manifestation of college students' immature psychology and unsound self-awareness in the process of starting a business.

### **Lack of Entrepreneurial Autonomy**

If college students only have enthusiasm and do not change their blind and passive mentality in starting a business, they will inevitably lose in the fierce market competition, even if they are barely maintained in the early stage of starting a business. Universities should create more opportunities for students to participate in social practice, and provide a platform for students to participate in social practice, so that they can truly feel the entrepreneurial process before entering the workplace, thus continuously improving their ability to adapt to society. In the cultivation of students' innovative and entrepreneurial personality, we should pay attention to improving students' self-confidence, and then improve students' innovative and entrepreneurial self-efficacy. Self-efficacy of innovation and entrepreneurship refers to students' self-assessment of whether they have the ability of successful innovation and entrepreneurship, which is an important psychological factor to determine whether students choose innovation and entrepreneurship and how to persist in innovation and entrepreneurship activities<sup>24</sup>. Because the environment in which college students live is more comfortable during their study, there is a general lack of courage when they start a business. Some college students are arrogant, suffer from excessive loss and gain, and dare not do anything in the process of starting a business, which eventually leads to the failure of starting a business.

In the process of starting a business, some college entrepreneurs often don't have a comprehensive and in-depth understanding of the industry, which leads to lack of experience in starting a business and can't manage and operate according to the requirements of the industry. In

the process of simulating entrepreneurship, psychological education teachers should pay attention to the psychological changes of college students, do a good job of dynamic psychological observation of college students, deeply analyze their psychological changes in the process of simulating entrepreneurship, and give targeted psychological counseling on this basis. The situation faced by college students in starting a business is complicated. When facing the corresponding pressure, they often do not have the ability to overcome and face it objectively and calmly. From the perspective of the implementation of the entrepreneurial process, it is a relatively independent process. For college students to start their own businesses, blind and passive entrepreneurship is a taboo to constantly improve their psychological quality and keen observation ability. Only having core capital is the key to the success of entrepreneurship.

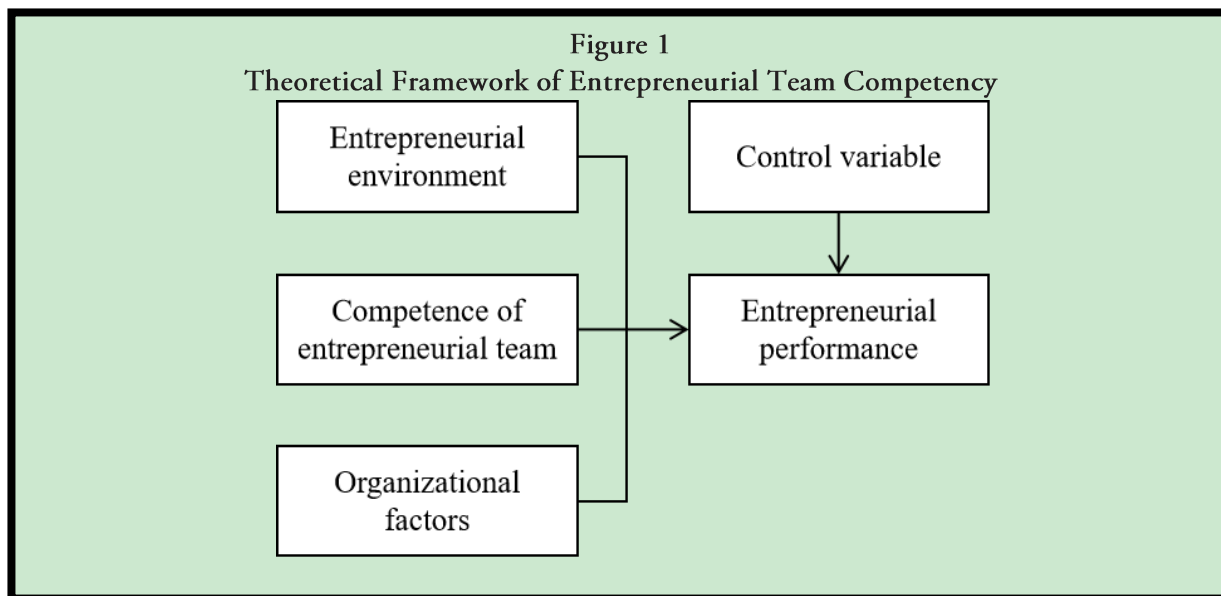
## RESULTS

### Organic Combination of Innovation and Entrepreneurship Curriculum and Mental Health Education Curriculum

In the course of innovation and entrepreneurship, the knowledge and skills of

innovation and entrepreneurship are mainly taught from the perspective of entrepreneurship education and professional development, the cultivation of basic knowledge and ability is emphasized, and the education of students' professional knowledge is strengthened, so that students have a deep understanding of their major and a clear understanding of innovation and entrepreneurship. Any willingness and theory that has not been tested by practice is empty talk, and entrepreneurial practice is an effective way to realize and apply college students' entrepreneurial willingness and entrepreneurial theory. However, in practical teaching, college students often lack practical opportunities, and it is difficult to exercise and improve their entrepreneurial ability and psychological quality.

From domestic and foreign studies, it is found that college students' ability of innovation and entrepreneurship is closely related to students' psychological quality. Only when students have good psychological quality can they better cope with the difficulties in the process of innovation and entrepreneurship. Figure 1 shows the theoretical framework of college students' entrepreneurial team competence.



Calculate the geometric mean of all elements in each row in the judgment matrix:

$$E_p = \frac{\sum(t_{pi} - o_{pi})^2}{2} \quad (1)$$

Get:

$$y_i = f\left(\sum_j w_{ij}x_j - \theta_i\right) \quad (2)$$

Calculate the random consistency ratio:

$$O_i = f\left(\sum_i T_{ii} - \theta_i\right) \quad (3)$$

For example, Table 1 shows the empirical analysis results of entrepreneurship policy and entrepreneurship strategy.

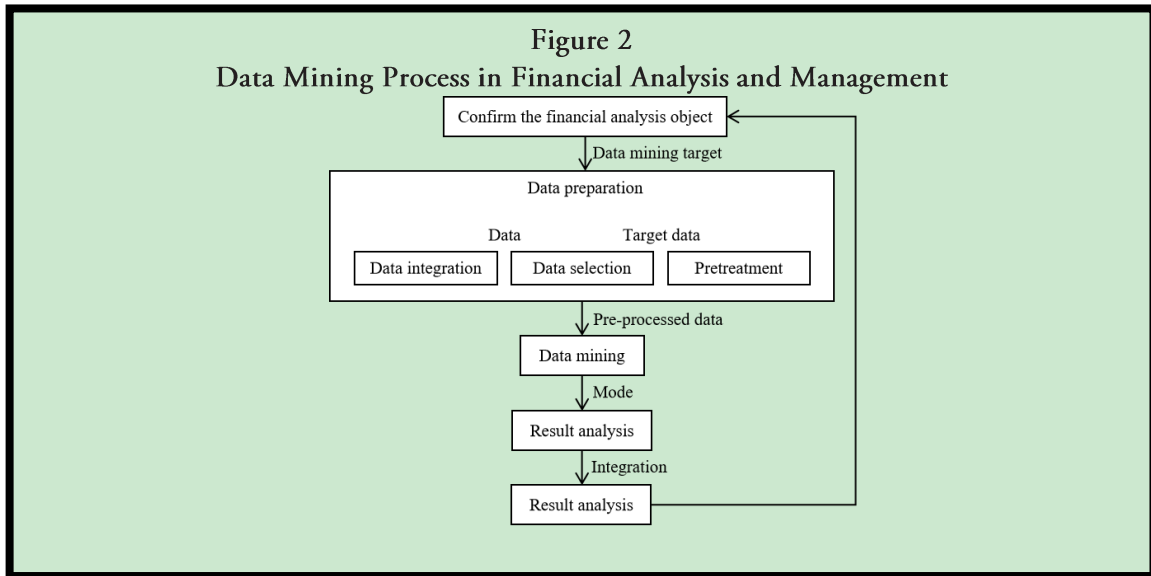
**Table 1**  
**Empirical Analysis Results of Entrepreneurial Policy and Entrepreneurial Strategy**

Variable	Scale expansion	Internationalization expansion
Entrepreneurship funding	0.080	0.081
Entrepreneurship Education	0.072	0.064
Entrepreneurial environment	0.050	0.266
Type of economy	0.436	0.235

Excellent cases of innovation and entrepreneurship can be introduced in the classroom, so that students can discuss and encourage students to learn their innovative and entrepreneurial spirit and ability from the successful cases, and comprehend and imitate their excellent psychological quality, so as to stimulate students' innovative and entrepreneurial awareness and achievement motivation<sup>25</sup>. College students' innovation and entrepreneurship education should be fully integrated into the curriculum system of college students' innovation and entrepreneurship. As a necessary educational link, starting from the problems that college students will encounter in innovation and entrepreneurship, this paper analyzes the psychological problems that may be

caused by these problems, and constructs a systematic curriculum system of college students' innovation and entrepreneurship education under the theoretical guidance of psychology and pedagogy.

Universities should set up an entrepreneurial practice platform for college students, stimulate their entrepreneurial enthusiasm, and display their entrepreneurial ambitions. For example, regular entrepreneurship competitions, school-enterprise cooperation forums, entrepreneurship training lectures, and establishment of entrepreneurship project incubation bases are held to create practical opportunities and entrepreneurial ways for college students. The data mining process in financial analysis is shown in Figure 2.



The fuzzy matrix of the evaluated object relative to each index is:

$$p_{ij} = x'_{ij} / \sum_{i=1}^m x'_{ij} \quad (4)$$

The following fuzzy transformation is performed:

$$e_j = -k \sum_{i=1}^m (p_{ij} \ln p_{ij}) \quad (5)$$

After normalization calculation, we can get:

$$w_j = g_i / \sum_{j=1}^n g_i \quad (6)$$

Universities should cultivate a team of teachers with innovative and entrepreneurial knowledge, introduce some teachers with relevant innovative thinking, and give generous treatment to attract talents, so as to supplement fresh blood for the development of innovative education in universities. These specialized teachers should give special guidance to students in class, explain the specific requirements of entrepreneurship, and increase the investment in education in the cultivation of students' innovative consciousness, so that students can have a solid theoretical foundation. In practice, teachers can consciously make students feel frustration and failure, so as to strengthen their psychological resilience, temper

their ability to adapt to the environment and bear risks. Universities should carry out targeted training for college students, set up practical links, stimulate students' creativity, carry out differentiated training according to individual actual conditions, and shape entrepreneurial personality. In the course of mental health education, based on the demand for the formation of innovative and entrepreneurial personality and ability, we should strengthen the training of innovative thinking, the establishment of harmonious interpersonal relationship, the cultivation of emotional intelligence, the adjustment of emotional pressure, the shaping of healthy mentality and the cultivation of good self-awareness, so that students can gradually internalize what they have learned into their personality and ability by receiving systematic mental health education.

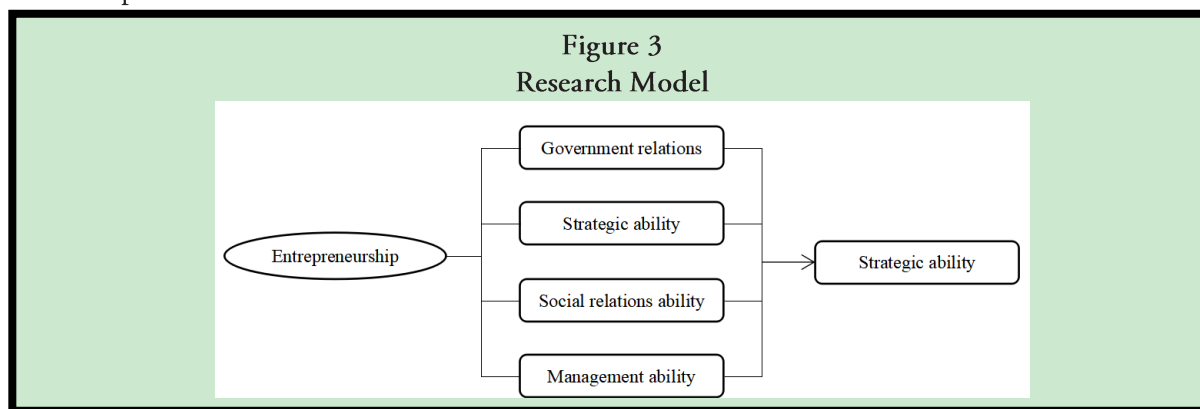
### Entrepreneurship Group Counseling and Innovation

In groups, students can know themselves better and explore themselves through communication and sharing, so as to achieve the effect of self-improvement. Combined with the training content of psychological quality of innovation and entrepreneurship, psychological counseling of innovation and entrepreneurship groups can design several units, such as self-growth,

innovative thinking training, interpersonal communication, teamwork and emotional stress management. In nature, it is a tortuous and repeated process to cultivate entrepreneurial psychological quality. In order to grasp the psychological quality of college students at any time, universities should establish a scientific evaluation system of students' psychological state<sup>26</sup>. On the one hand, it monitors and grasps the formation and development of college students' entrepreneurial psychological quality in real time. On the other hand, it lays a good foundation and builds confidence for college students' future entrepreneurship.

entrepreneurship, students will have psychological conditions from time to time due to project progress and competition pressure. Although psychological courses can help students prepare for problems in advance and improve their psychological quality, when students have psychological troubles, psychological counseling and psychological intervention are the most direct and effective solutions. The hypothesis model is put forward, and the four abilities possessed by entrepreneurs have positive effects on the international entrepreneurial performance of enterprises. As shown in Figure 3.

In the process of innovation and



After training in entrepreneurship practice, it is beneficial for college students to enhance their self-cognition ability, cultivate their ability to withstand setbacks, strengthen their entrepreneurial psychological quality, form a good entrepreneurial psychological character,

enhance their sense of teamwork and hard pioneering spirit, and set up reasonable entrepreneurial goals. The correlation analysis between competency and innovation performance is shown in Table 2.

**Table 2**  
**Correlation Analysis Between Competency and Innovation Performance**

	Active learning characteristics	Communication and cooperation characteristics	Self-management characteristics	Team thinking characteristics
Product innovation	0.68	0.39	0.56	0.68
Process innovation	0.59	0.78	0.81	0.70

The risk index system of innovation and entrepreneurship team is established, and the risk is evaluated by AHP. The judgment matrix of weights is constructed. The data relationship

between weight value and evaluation value is shown in Figure 4. Figure 5 shows the data relationship between financial risk weight value and evaluation value.

Figure 4  
Data Relationship Between Weight Value and Evaluation Value

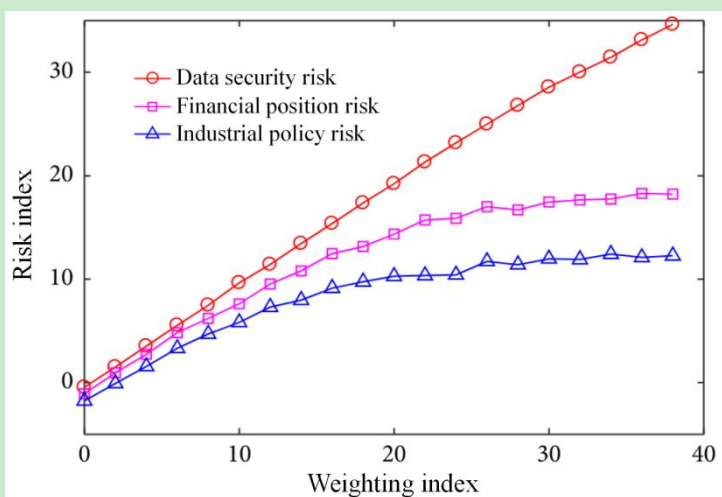
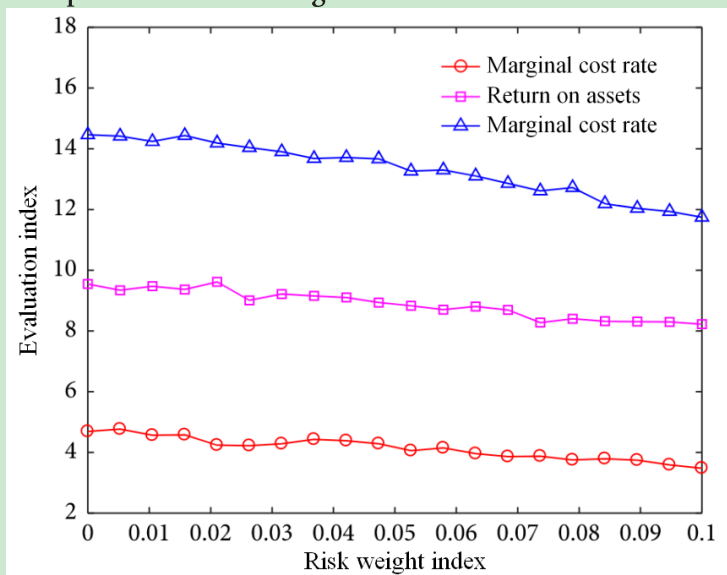


Figure 5  
The Relationship Between Risk Weights of Financial Status and Evaluation Data



In the innovative thinking training unit, brainstorming activities can be designed, so that

students can come up with a solution to a problem within the specified time, and select the

most numerous, newest and most constructive ideas. In the emotional stress management unit, students can experience their own stress level and bad emotions through activities, and release their stress and relieve bad emotions through meditation and relaxation training. When psychological problems and emergencies occur, professional psychological instructors can solve students' psychological problems from psychological counseling, and innovative entrepreneurial instructors can start with the causes of problems, help students sort out the causes and provide solutions to difficulties. Students with rich experience in innovation and entrepreneurship can use their peers' advantages and their own experiences to help students with problems tide over the difficulties. At the same time, students with similar ages and experiences can be closer to their inner world and help students solve problems better. Good entrepreneurial psychological quality is the basic condition of successful entrepreneurship, which will guide college students' entrepreneurial behavior. In addition, the successful entrepreneurship of college students can increase a large number of jobs for the society, relieve the current employment pressure and help maintain social stability and development.

## DISCUSSION

In the cultivation of college students' entrepreneurial quality, entrepreneurial psychological quality is an important part, which can not be ignored, and affects college students' entrepreneurial behavior and results. Universities should actively understand the true entrepreneurial psychological state of college students, combine the actual situation of students and the specific psychological problems at present, and adopt scientific methods to promote college students to form a good entrepreneurial psychological character. It is an important task for universities to cultivate students' innovative and entrepreneurial ability, which can not only ease the fierce competitive pressure faced by Chinese college students, but also create convenient conditions for college students to

realize their self-identity and self-social value. In order to help students solve the psychological confusion of innovation and entrepreneurship, guide innovative and entrepreneurial college students to develop strong psychological quality of innovation and entrepreneurship, and realize the efficient implementation of innovation and entrepreneurship education, universities should construct and improve the long-term mechanism of innovative and entrepreneurial psychological education for college students according to the difficulties of innovation and entrepreneurship and students' psychological characteristics. In order to better train students' psychological quality of innovation and entrepreneurship, apart from mental health education, relevant departments of universities should carry out more competitions and practical activities with the theme of innovation and entrepreneurship, so that students can enhance their ability of innovation and entrepreneurship in practice and lay a good psychological quality foundation for better innovation and entrepreneurship in the future.

## Human Subjects Approval Statement

This paper did not include human subjects.

## Conflict of Interest Disclosure Statement

None declared.

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