

CEOs. At the same time, CEO sources also affect the company's cash holding level and cash holding value through company size and cash flow.

Conclusion: The closeness between the agent CEO and the client will lead to different psychological needs and ideas, thus affecting the CEO's decision making behavior. Private enterprises choose family members as their CEOs, who tend to be conservative and safe, have stronger loss aversion, and have a higher level of cash holdings, but their cash holdings will suffer losses.

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ACTIVITIES DESIGN OF INTERDISCIPLINARY THEMATIC LEARNING FOR THE DEVELOPMENT HISTORY OF TRADITIONAL CHINESE MEDICINE AND ITS INFLUENCE ON RELIEVING STUDENTS' ANXIETY PSYCHOLOGY

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Background: The COVID-19 pandemic, which broke out at the end of 2019, continues to affect the world, posing severe challenges to governments around the world. It not only poses a threat to people's lives and physical health, but also has various impacts on people's mental health, especially that of students. And in this environment of junior school students began to enter adolescence, easy to produce a variety of adolescent mental problems, such as extreme, anxiety, self-lost and so on. How to carry out adolescent psychological education is an important subject facing middle school education. History curriculum has a strong function of educating people, including psychological education naturally. The objectives of Compulsory Education History Curriculum Standards propose that students should "preliminarily understand the relationship between individuals and groups, individuals and society, improve the ability to identify and judge right and wrong, good and evil, beauty and ugliness, gradually establish a positive and enterprising attitude towards life, and form a sound personality and healthy personality quality. "In 2014, China is clearly required to "study and formulate the key competencies system and academic quality standards for students", and revise the curriculum plan and curriculum standards according to the key competencies system of students. One of the most effective ways is to infiltrate adolescent psychological education into history interdisciplinary teaching, which is not only the demand of education in the new era, but also the new research direction and motivation of junior school history teaching. It can be seen that the interdisciplinary thematic learning of history can help students establish a positive and enterprising attitude towards life, shape a sound personality, cultivate a strong will and the spirit of unity and cooperation, and effectively promote students' ability to relieve students' irritability, enhance the ability to withstand setbacks and adapt to the living environment, and cultivate their key competencies.

Subjects and Methods: This paper takes the development history of traditional Chinese medicine as the research object, uses literature review method and case study method to collect relevant information about the history of TCM from historical textbooks, libraries, reading rooms, network and digital resources, then combines the knowledge, skills and methods of history, geography, ethics and law, science and other disciplines to design interdisciplinary thematic activities, and understands the specific situation of traditional Chinese medicine in the development of human history.

Results: Through the activities design of interdisciplinary thematic learning on the history of TCM, students can have a knowledge of TCM, and realize the important role of medicine in the development of human society, experience the wisdom of Chinese people, so as to strengthen students' understanding and application of health care, hygiene and epidemic prevention from the perspective of educational psychology.

Conclusions: This study puts forward the basic connotation, significance, design steps and case study of the interdisciplinary thematic learning. In accordance with the above principles, methods and steps, this research designed the process of interdisciplinary teaching activities related to the history of TCM, in order to provide reference for the design of interdisciplinary activities of history in relevant schools.

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ANALYSIS OF INVESTMENT STATUS AND INVESTMENT TREND IN TURKMENISTAN FROM PERSPECTIVE OF INVESTOR ANXIETY PSYCHOLOGY

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Background: Due to the impact of the epidemic, employees have anxiety and other psychological problems, which lead to a series of negative emotions of self-blame, anxiety and regret, which directly affect the promotion of economic investment and the decline of global foreign direct investment. However, Turkmenistan has implemented a policy of political stability, isolation and openness, which has effectively eased investment anxiety and made the country an ideal place for international investment.

Subjects and Methods: This paper uses literature analysis methods and qualitative analysis methods to systematically summarize the investment situation and the negative emotions of investors in Turkmenistan in 2022, and analyzes the investment environment, investment status, investment policy, and investment field and investment trends in Turkmenistan affected by the epidemic.

Results: The government formulated policies and takes measures to reduce the psychological impact of the epidemic, alleviate the negative sentiment of investors, improve the business environment, and support the sustainable development of enterprises. The government has implemented an anti-crisis plan to mitigate the economic impact of psychological problems arising from the pandemic. The government continued to implement policies to attract foreign investment. Special attention was paid to relations with religious countries, such as strengthening economic, social and political relations with Turkey, Iran, and Afghanistan. The government increasingly wanted to help people live happy lives, protect their mental and physical health, increase their average life expectancy and improve their welfare. Country attached great importance to the spread and development of Islam. National leaders and the Congress approved requests to build mosques across the country. The leader proposed to create international transport and transit corridors within Turkmenistan and to create cross-border access to Europe, the Middle East, Central Asia, South Asia and Southeast Asia. Finally, this paper pointed out that Turkmenistan especially hoped to introduce foreign investment to promote the development of the energy field, chemical industry field, agriculture field, textile industry and other fields.

Conclusions: In 2022, the political situation in Turkmenistan remained stable, the epidemic control was relatively stable, the negative emotions of investors were alleviated, the psychological impact on investment was gradually weakened, and the economic development will be sound. The state continued to implement the opening-up policy, and the government issued policies to encourage foreign investment. Turkmenistan has become an ideal investment country.

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SOCIAL ANXIETY CAUSED BY COVID-19, TECHNOLOGICAL INNOVATION AND THE QUALITY OF ECONOMIC DEVELOPMENT: AN EMPIRICAL ANALYSIS BASED ON CHINA

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Background: The psychological problems such as fear, depression and somatization caused by the large-scale spread of novel coronavirus since 2020 have led to serious social anxiety and greatly reduce people's happiness in China during the special transition period. Social anxiety also affects social order, stability and harmony, and affects the quality of economic development. Therefore, it is necessary to study how to achieve high-quality economic development through technological innovation to offset the negative impact of social anxiety.

Subjects and Methods: Mental health diseases and social anxiety have seriously affected the effective supply of the labor and reduced labor productivity, thus affecting total factor productivity. This study uses the contribution rate of total factor productivity to economic growth as a measure of the quality of economic growth development, and takes the number of invention patents, utility model patents, and design patents granted to measure the level of technological and scientific innovation in China. This study uses the ARDL model which widely used in field of mental health economics to empirically investigate the long-term and short-term effects of different patent types on the quality of China's economic development in the context of social anxiety.

Results: Mental health problems, social anxiety and other problems cause serious personality disorder and lead to the loss of human capital and the reduction of marginal efficiency of labor force, which have a huge negative effect on the quality of China's economic development. Different types of patents have significantly different effects on the quality of China's economic development. Invention patents improve the quality of economic development in both short and long terms, and utility model patents improve the quality of economic development in the short term, while restrain the improvement of economic development quality in the long term. The impact of design patents on the quality of economic development in the short term or long term is insignificant.

Conclusions: In order to effectively cope with the negative effects of social anxiety and other phenomena on the quality of China's economic development, it is necessary to make full use of the positive impact of invention patents, while taking effective measures to reduce the patent bubble phenomenon existing in the utility model patents and design patents. In particular, we should give full play to the positive role of technological innovation in mental health related fields to reduce anxiety, improve happiness and economic quality.