

On the necessity of setting up the value idea of public administration in the higher education of our country

Xinying Liu¹, Shanshan Huang² and Tong Li^{3,*}

¹ Guangdong University of Finance, Guangzhou 510521, China

² Guangdong ocean university, ZhanJiang 524000, China

³ Tianhe college of Guangdong polytechnic normal university, Guangzhou 510540, China

*Corresponding author e-mail

ABSTRACT. Under the background of the continuous reform of China's social and economic system, China's public undertakings have made great progress, and the value concept of public management has increasingly come into the view of the public. Public management refers to the management of public affairs in order to realize public interests, which includes administrative management, urban management, development management, education management and other aspects [10]. This paper will start with the exploration of the value concept of public management, and briefly discuss the embodiment of the value concept of public management in college education management, as well as the exploration of the future high-quality development.

KEYWORDS: Public management, value, China's higher education

1. Introduction

1.1 Explore the definition and development of the value concept of public management

Public management refers to the activities of allocating and managing social public resources through the extensive use of administrative, legal, economic and other methods by the public sector with the government as the core, aiming at the rapid and fair distribution of public interests [11]. In the context of the continuous reform of China's social and economic system, the importance of public management continues to rise, and the value concept of public management more and more into the vision of the public. At present, it has become a discipline concept, which is based on administrative management and formed by integrating modern

economics, politics, policy science, modern management and other related theories and practices. The rise of public management benefits from the globalization of the New public management movement. Since the 1970s, with the rise of the new public management movement worldwide, new public management in the modern sense has broken through the traditional administrative management and vision.

1.2 Discussion on the Necessity of injecting the value concept of public management into college education

This value idea originated in Britain has had an important influence on the education, economy and politics of the society. The value concepts of public management are publicity, service, public interest first, function outsourcing, subject diversity and power dependence. Among them, publicity is its core value idea. At present, China's colleges and universities education popularization, the high speed development of universalization stage, and the current demands of education in colleges and universities, such as teaching effectiveness and students' learning initiative, diversity of teaching methods and so on all need the countries have needed a more public management policy to try to assist, through government level through the management of public affairs, to promote education resource allocation in university, to further improve the education level of universities in China, the organization management level, to promote the academic quality of our country's university education leap and innovation [12].

2. The importance of establishing the value concept of public management in education

2.1 Improve the efficiency of educational administration

The effective development of education and teaching management can promote the steady improvement of high school education and teaching quality, and is an important guarantee for the all-round development of students' knowledge, skills, abilities and qualities.

Colleges and universities should improve and perfect the school teaching management system according to the actual situation of the region and the school, which is caused by the reality of education and teaching. Concrete practice, the universities should always around "social development need what kind of person, how to cultivate the talent" this question research, on the basis of routine teaching management system to establish incentive and humanistic care system, academic evaluation and supervision system, leading class evaluation system of classroom teaching effect, achieve the school teaching management command scheduling scientific and stylized. In addition, after formulating the corresponding teaching management system, colleges and universities should also allocate supporting measures such as publicity, investigation and feedback according to the needs, so as

to make all teaching management systems come into effect and meet the needs of teaching management at all stages.

In the age of big data informatization and intelligence, the education of schools should also keep up with the pace of science and technology, pay attention to the information teaching of schools, and apply science and technology to teaching. With the increasing popularity of Internet education, the power of science and technology has gradually penetrated into the education industry. As the highest leader of the whole school, the headmaster should set up the forefront educational thought. Set clear educational goals and learn to share strategies and prospects with leaders at other levels of the school. With the rapid development of Internet education, education is not only a region, a school and a teacher's influence on students, students can receive higher quality education, principals should pay more attention to the development of new education, pay attention to information education to make students get better development.

2.2 Improve the autonomy of the school in management

In the field of college management, the government should actively and diligently grant colleges and universities the right of independent management in order to make them better adapt to the needs of the society.

In the past, the autonomous right of universities in China was almost entirely in the hands of the government, which had all the power, while the universities were in a secondary position and had almost no autonomy in running schools. In today's social development, it is required that our colleges and universities should face the society and the future and provide the society with high-tech talents and social services that meet the needs of the whole society. Thus expanding the autonomy of colleges and universities is the inevitable requirement of social development and the inevitable way of self-development of colleges and universities.

The basic spirit of new public management plays a vital role in education management. China's educational administrative system is in the process of continuous development and improvement, so it is of very practical significance to absorb and learn from the experience and achievements of western new public management. But the new public management has both its advantages, also has its shortage, we should be based on the advantages of its own national conditions to absorb it, correct it, insist on their independent development path at the same time, according to the law of their own development has been made in the experience and lessons on the basis of the ocean for convenient, will be in the new period and under the condition of market economy in our country education administration system reform.

2.3 How to manage the school as an enterprise

The scale and quantity of colleges and universities in our country cannot meet the people's demand for higher education in the short term, and the competition and

pressure from the market are not great. By contrast, the private sector competes directly on the market front. If we do not study the management idea, innovate the management method and improve the management mode, it will be difficult to survive and develop. As a result, the best management talent and the most advanced management techniques, as well as the most effective management experience, have always come first from the private sector. Although there are differences between the management of colleges and universities and the management of the private sector in their respective purposes and other aspects, the private sector attaches importance to the scientific management and the management concept of market demand, which undoubtedly has positive reference significance to the management of colleges and universities.

An orderly and excellent organization needs to lead and guide a good leadership, good leaders need to have excellent leadership, school as an educational organization school leaders should pay attention to improve their leadership, change leadership education thought, trying to build a learning leadership, improve the leadership of the education is the important aspect of shaping good leadership virtue.

Build a enough, reasonable structure, excellent quality, noble ethics, and have higher theoretical level and practical experience have strong quality of the teachers is the key of the cultivation of talents in colleges and universities, is also the key to the formation of the characteristics of higher, in the process of management of teachers, colleges and universities to develop long-term teachers team construction planning, should notice to the backbone teachers, professional leader and the cultivation of academic leaders, pay attention to the social culture and professional teachers, pay attention to implement the contract system and post responsibility system for teachers, pay attention to the construction of teachers' ethics strengthen training.

3. Based on the perspective of public management, the reform of college students' education management organization

In the process of the development of higher education, many problems have been exposed. As the leading group of the school, in the face of many problems in education management, it is necessary to put forward reasonable, student-centered and service-centered work requirements based on the specific conditions of the school, so as to promote the development of the school.

3.1 The necessity of the reform of college students' education management organization

Firstly, the management of college student education is conformist. In the 21st century, many colleges and universities still follow the old way of education management. On the whole, the work of colleges and universities mainly focuses on the daily management of students and attaches great importance to ideological education in teaching. There is a general problem that universities cannot meet the

needs of students' personality development to teach students in accordance with their aptitude. College students' personality development is the key to the university student, is to realize national modernization essential factors [1].The former traditional educational management mode was proposed based on the social background at that time, but this old educational management mode is no longer suitable for the current development, so how to promote the free development of students' personality has become one of the problems faced by colleges and universities.

Secondly, the staff service consciousness is not strong. Faculty members are so preoccupied with research that they are not interested in student work, leading to a situation in which "widely circulated" students in colleges and universities can't find a teacher if they want to ask a question.

Thirdly, student organizations lack independence. College students are college students self-education, self-management, self-service carrier, is the present universities the main student organizations, members of the majority is made up of students initiative participation, interest of similar students [2].However, there is a general situation in colleges and universities that student organizations are restricted by the management department of the school, and in many aspects the school cannot meet the demands of students. When there is a conflict between the school and the students, the students tend to succumb to this power because the teachers and administrators of the school have the power to evaluate the students' performance and whether they will graduate. When faced with real damage to their own interests, subject to the rules and regulations of the school, students become afraid and do not want to protect their rights and interests.

3.2 The realization path of the reform of college students' education management and organization

In view of the above problems, the author, from her own point of view, combined with data analysis, puts forward some corresponding solutions, as follows:

First, in view of the problem of conformism in the management of college students' education, colleges and universities should follow the government's policies and play the main role of students. In the context of the new era, the government has been streamlining administration and delegating power and transforming its functions and roles. In my opinion, colleges and universities should learn from the government, change their roles and give full play to their service functions. For example, colleges and universities can generally form the "double generation meeting", that is, the college staff and students representative congress, this conference system is modeled on the people's Congress of Our country, pre-session election staff and students to participate in the conference and put forward a proposal, and finally in the way of raising hands to vote on the proposal. Each college may also hold a "double generation meeting" of the college according to the college's student development needs. The college may put forward Suggestions suitable for its own college's student development, and the faculty and students of

the college may vote on the proposal. In the author's view, such a targeted conference is applicable to all types of students, to meet the needs of students of different majors.

Second, set up student service system, such as the determination of relevant rules and regulations, implementation and modification, education administrative department of the division of the structure and function of such as [3]. In terms of learning, the author believes that faculty and staff can develop training programs for different majors by way of advance prediction before education, and propose appropriate training goals to lead the development of students. In daily life, a student platform should be built so that students can reflect their own situation and needs through the platform, and the faculty and staff can make corresponding solutions after understanding the situation reflected by students through the platform. Comprehensive the above two points, students in university learning and life cannot leave the teachers, so the author thinks that universities can combine their own situation to introduce "tutorial system", the freshman in front of the enrolled can through the school's website choose mentor, tutor can also by looking at the students previous data undertake to the student's choosing, such, is helpful for teachers to help students to solve problems in study, life, lead the new more quickly into the college life, to find your goal.

Third, schools should streamline administration and delegate power. Establish a platform for colleges and universities to contact students. For the opinions put forward by students, comprehensive consideration should be given in various aspects, and "if there is something, then take it". If the opinions do not pass, please call back in time and give reasonable reasons, so that students can know why not, so as to reduce conflicts. In some education service management departments, colleges and universities can recruit some excellent students to participate in school management through "work-study", so as to "let students manage themselves by themselves".

4. Conclusion

In short, the concept of public management does bring certain policy support and inspiration to higher education, and provides government support to promote the high-quality development of higher education, which has a very prominent influence. These influences also have two sides. Besides the advantages they bring, we should also look at the aspects that need to be further improved. Perhaps only when the value concept of public management combines efficiency and fairness, rules and innovation, responsibility and autonomy, can a more scientific and reasonable integration be carried out, so as to solve the problems in university education management more scientifically and rationally [13].

Indeed, the current problems of higher education need to be injected more into public administration. On the basis of the above conclusion, whether it is under the jurisdiction of the higher education of the school itself or the government departments, shall comply with the public management idea, in the policy reform

and academic work, pay attention to the mechanism of inside and outside and repair, believe under the guidance of public administration value concept, education in colleges and universities to be able to more long-term high quality development.

Acknowledgements

Natural Science Foundation.

References

- [1] Liu Hailan, Zhang Yanping. Personality Development and Learning Freedom of College Students [J]. Old Area Construction, 2008 (06): 59-62.
- [2] Wang Shoumin, Zhang Xiaobin, Yang Haibin. Problems existing in college student associations and countermeasures [J]. Industry and technology forum, 2019, 18 (24): 225-226.
- [3] Liu Jia, Zhang yin. The reform of college student education management from the perspective of public administration [J]. Science and telenology information, 17 (20): 207+209.
- [4] Ding Xue. Exploration and Practice of high school Education teaching Management [J]. Chinese Teenager. Scientist, 2016, (16): 264-264.
- [5] Rodin. Reform and Practice of High School Teaching Management [J]. Exam Weekly, 2017, (62): 39-39.
- [6] Xu Jiayin. Talk about the difficulties faced by ordinary high school education and teaching under the new situation and the coping strategies [J]. Times Education, 2014, (6): 94-94.
- [7] Zhang Xian, Lu Shaokun, Guo Ruinan. A Preliminary Study on school Leadership facing informationization [J]. Modern Educational Technology, 2008 (1): 20-23.
- [8] Zeng Yan, Li Wanhong, Lu Naigui. Leadership in Learning: Understanding the new paradigm of educational leadership [J]. Global and Educational Perspectives, 2014 (4): 28-37.
- [9] Peng Hongbin. Functions and Limits of Leadership Virtue from the Perspective of School Management [J]. Teacher Education Forum, 2017 (3): 51-56.
- [10] He Shichun. An Analysis of the Value Root and Criticism of public Administration [J]. Social And Cultural Inquiry, 2017 (30): 161.
- [11] Li Guozheng. Public Administration [M]. Guangxi Normal University Press, 2018.
- [12] Zhou Quan, Feng Song. The Impact of the New Public Management Concept on China's higher education policy and academic work [J]. Finance and Economics (Academic Edition) Exploration, 2018 (11): 139.
- [13] Yan Guohui. The Influence of new Public management Concept on Higher Education in China [J]. Bohai Rim Economic Outlook, 2018 (2): 122.
- [14] Fan Chao, Ren Liping. The Application of Incentive Education in the Teaching of Public Administration Major [J]. China Educational Technology and Equipment, 2015 (20): 100-101.

- [15] Zou Feiyang. On the Transformation of Government Functions in the Development of Higher Vocational Education from the Perspective of New Public Management [J]. *Modern Business and Trade Industry*, 2020 (33): 22-23.
- [16] Zhuang Xunying. *Public Management* [M]. Fudan University Press, 2006.
- [17] Ren Huiying. A Brief Analysis of the Value Concept of Public Management in China at the Present Stage [J]. *Theoretical Circle*, 2002 (1): 58-60.
- [18] Cao Liqin. Analysis on the Sinicization of Public Administration Education [J]. *Journal of Jiamusi Vocational College*, 2015 (7): 191.
- [19] Lou Chengwu, Dong Peng. New Public Management from a multi-dimensional perspective [J]. *China Administration*, 2016 (7): 77-82.
- [20] Yu Min Jiang. On the Value Root of Public Administration [J]. *Journal of Guangdong University of Administration*, 2005 (2): 25-29.