

A preliminary study on the construction of cultural environment in universities based on the theory of collaborative innovation

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ABSTRACT. *As a special form of organizational culture, university culture not only acts as guidance, constraint, cohesion and motivation internally, but also plays the role of radiation and coordination externally. The construction of university cultural environment plays an important role in promoting the internal and external collaborative innovation of colleges and universities. Based on the theory of collaborative innovation, this paper will shed light on the approaches to the construction of university cultural environment: strengthening the concept of collaborative innovation, grasping the integrity of the construction of university cultural environment, eliminating cultural conflicts and actively cultivating cultural identity among subjects.*

KEYWORDS: *Collaborative innovation, The construction of cultural environment in universities, University-enterprise cooperation*

1. Introduction

At present, the academic research on collaborative innovation mainly focuses on the construction of institutions and mechanisms, and few scholars connect collaborative innovation activities with the construction of university cultural environment. Xu ting[1] believes that to promote industry-university-research collaboration innovation, it is necessary to attach importance to institutional innovation, especially the innovation of market allocation mechanism, policy incentive mechanism and cooperative operation mechanism. Based on exploring the basic theory of synergetics, Lin Tao[2] analyzed the internal mechanism of

collaborative innovation of colleges and universities from the aspects of order parameter, control parameter and self-organization evolution. On the basis of the perspective of social capital theory, Chen Guixiang, etc.[3] consider that the essence of collaborative innovation is to redesign the “closed, single, scattered, inefficient” institutions and mechanisms, establishing the “open, pluralistic, integrated, efficient” collaborative innovation system mechanism, activating all the favorable social elements in the field of the innovation subject, in order to promote social resources capitalization.

Although Chinese colleges and universities have made some achievements in creating an environment and atmosphere conducive to collaborative innovation, there are still some deficiencies to be found by linking collaborative innovation activities with university cultural environment construction: Firstly, there are still some defects in the integration of collaborative innovation activities and university culture construction. Second, the internal understanding of university culture in colleges and universities still believe in the myth, which is reflected in the equivalent of university spirit, university culture idea, more emphasis on spiritual, ideas, values and spirit culture environment construction. By comparison, they have not noticed the importance of the material, system, behavior, image and other aspects of the construction of university culture environment, as well as the integrity of the environment construction of university culture. Third, few universities can realize the importance of building a high-quality university cultural environment to promote the development of collaborative innovation activities. Therefore, it is of great academic value and practical significance to study the construction of university cultural environment conducive to collaborative innovation.

2. Re-understanding of the connotation of university cultural environment from the perspective of collaborative innovation

2.1 Connotation and major characteristics of collaborative innovation in colleges and universities

“Collaborative innovation” refers to breaking barriers between innovation subjects by means of the effective integration of innovative resources and elements. Resources such as “talent, capital, information and technology” are fully shared and

complemented among different subjects, so as to realize the deep cooperation between innovation subjects.[4] College collaborative innovation is an innovation activity. Focusing on national major strategic key, major projects of science and technology, industry and the major problems in practical production, colleges and universities, enterprises, research institutes and other subjects can invest their respective superior resources and capabilities. With the cooperation and support of the government, science and technology service intermediaries, financial institutions and other relevant parties, the innovation subjects will tackle key problems through cooperation and strive to make great progress and breakthroughs in scientific research and technology.[5]

Compared with the traditional industry-university-research cooperation, the characteristics of collaborative innovation in universities are mainly reflected in the following aspects: First, with universities as the main hubs, the integration of core elements among collaborative innovation subjects is an organic combination with highly consistent goals; Second, the forms of resource allocation and management among collaborative subjects are more abundant and diversified, and they pursue a long-term mechanism conducive to collaborative innovation. Third, innovation subjects attach importance to the realization of innovation through effective collaboration, so as to drive development through innovation.

2.2 University cultural environment from the perspective of collaborative innovation

The cultural environment of a university is the sum of educational practice activities of faculty and students throughout the school, as well as the achievements they have made through long-term historical accumulation. Beyond that, it covers five aspects: material cultural environment, spiritual cultural environment, institutional cultural environment, behavioral cultural environment and image cultural environment. The core is the values, educational concepts, school-running ideas, and group psychological consciousness in the spiritual and cultural environment. The strength of collaborative innovation is largely dependent on the promotion of original thinking and synergy, which cannot be separated from the support of the cultural environment. Therefore, it is necessary to construct a new model of the university cultural environment construction of the “five in one”,

which is a material cultural environment, a spiritual cultural environment, an institutional cultural environment, a behavioral cultural environment, an image and cultural environment, and is conducive to collaborative innovation.

3. The Path of University Cultural Environment Construction from the Perspective of Collaborative Innovation

3.1 Strengthen the concept of collaborative innovation and grasp the integrity of the university's cultural environment construction

3.1.1 Adhere to the values of academic supremacy and knowledge sharing

The construction of university cultural environment under the theory of collaborative innovation requires that universities should first pay attention to the construction of spiritual and cultural environment. All colleges and universities should advocate and adhere to the values of academic supremacy and knowledge sharing, continuously deepen the understanding of collaborative innovation, truly embrace the wave of collaborative innovation with an open attitude, and regard collaborative innovation as the driving force for the future development of the school. In the construction of university cultural environment, all colleges and universities should take the initiative to adapt to the needs of collaborative innovation and create a good campus culture atmosphere. For example, schools should reasonably arrange teaching tasks, guide and encourage teachers to be committed to the improvement of academic standards; actively expand communication channels with enterprises and research institutes, and realize the full sharing and complementation of talents, capital, information, technology and other resources among various entities.

3.1.2 Providing and improving the hardware and software that can help to exert the cultural function of University facilities.

The construction of material cultural environment is an important cornerstone for promoting collaborative innovation activities. Schools must not only strengthen the sense of collaborative innovation through the external forms of various material cultures, but also enhance the capability of schools to participate in collaborative innovation activities with high-quality software and hardware facilities. In terms of

hardware facilities, schools can rationally allocate according to their own collaborative innovation and development goals, such as the introduction of efficient information management systems, research equipment, and the construction of teaching buildings, laboratories, and libraries with enterprises. In terms of software facilities (including teacher strength, learning atmosphere, social recognition, etc.), the school must first strengthen the construction of the teaching staff, not only to strengthen internal training, but also to vigorously introduce excellent talents, and actively promote the reform of the personnel education system; secondly, Create a learning atmosphere that is innovative and motivated on campus, and cultivate more innovative talents for the society, thus continuously enhancing social recognition. In short, the construction of the material and cultural environment of the university should highlight the concept of collaborative innovation and materialize the concept of collaborative innovation to each corner of the campus.

3.1.3 Building an institutional system is conducive to promoting innovation and strengthening cooperation

The construction of institutional culture environment is a powerful guarantee for promoting collaborative innovation activities. Schools should dare to break stereotype, create an institutional mechanism that is conducive to stimulating the synergy of innovation, and design a reasonable institutional system to guide teachers, students and researchers to participate in collaborative innovation cooperation activities. Collaborative innovation is incorporated into the teaching development plan, focusing on improving the cooperative spirit and innovative skills of students, and making active talent reserves for the further development of collaborative innovation. First of all, each collaborative entity should jointly establish a leadership coordination mechanism, establish an organizational management mechanism for collaborative innovation, and clarify the responsibilities and obligations of each entity. Second, the school should build an evaluation mechanism that encourages the transformation of results and builds cooperative innovation to stimulate more Scientific research personnel are oriented to enterprise innovation and transformation of results. Finally, the school should cooperate with enterprises, research institutes and other institutions to establish a mechanism for the introduction and training of collaborative innovation talents, and strive to build a team of collaborative innovation talents with strategic development capabilities.

3.1.4 Establishing codes of conduct that highlight value pursuits and enable schools to work coordinately and orderly

The construction of behavioral culture environment is an important basis for promoting collaborative innovation activities. In terms of the construction of behavioral and cultural environment, it is necessary to strengthen cooperation among all levels and departments within the school, enhance the awareness of internal collaborative innovation, and establish a university internal behavioral norm that highlights the value of the university and enables the school to coordinate and operate in an orderly manner. For example, the school will optimize and integrate various types of campus activities (including academic activities, cultural and sports activities, campus entrepreneurship activities, etc.), reduce the lack of connotation, low-quality campus activities, and launch more unique boutique projects. When organizing campus activities, it is necessary to implement the three-level promotion system of the school party committee, the school league committee, and the student organizations (student unions, associations, etc.), that is, the school party committee grasps the direction and highlights the value pursuit of the school; The school league committee carries out overall deployment and management, and strives the campus activities that are carried out in an orderly manner; Various student organizations should actively innovate organizational forms and enrich the content of the event.

3.1.5 Create a college image with cohesiveness, affinity and imagination

The construction of image culture environment is a way to promote collaborative innovation activities. To shape the image of a university with cohesiveness and affinity, it is necessary to focus on the foundation and characteristics of each school and to achieve it through the joint efforts of all teachers, students and employees. On the one hand, schools can distinguish them from other colleges and universities through distinctive public buildings with distinctive campus buildings and unique campus landscapes. On the other hand, schools can use disciplines and talents to actively cooperate with enterprises and research institutes. Such external organizations will carry out cooperative activities to promote the education of the society, promote the transformation of scientific research results, and promote regional economic development, thus leaving a deeper impression on the public. In addition, the current popular online open class platform (Netease open class, MOOC, Baidu class, etc.) has also opened up an effective path for campus culture brand

output, that is, universities can actively use this popular channel to shape and promote their own campus culture brand.

3.2 Eliminating cultural conflicts and actively fostering cultural identity among various subjects

The effective function of collaborative innovation depends on the deep cooperation between the various entities. However, due to the different cultural purposes of the collaborative entities, cultural conflicts will inevitably occur. At present, collaborative innovation activities are mainly carried out under the impetus of the state and the government. The various actors involved in collaborative innovation lack close links and lack recognition of each other's culture. Therefore, in the construction of university cultural environment, colleges and universities should not only pay attention to the issue of cultural integration, but also make full use of the cultural resources they own, explore and highlight the commonalities of culture among the various subjects, seek common ground while reserving differences, and actively adapt and other subjects with an open and inclusive attitude. Cultural conflicts between. In addition, as an important part of collaborative innovation activities, universities should proactively strengthen ties with all parties, rationalize the relationship between schools and research institutes, and clarify the role of all parties in the process of collaborative innovation. It is necessary to brainstorm the construction of the university's cultural environment, encourage all parties to participate actively, and promote the sharing and complementarity of human resources, resources, equipment and skills, so that resources can be most effectively allocated.

4. Conclusion

Collaborative innovation activities in colleges and universities is a systematic project, and the construction of university cultural environment is an indispensable subsystem. In the process of researching and designing the collaborative innovation system of universities, the influence of the university cultural environment cannot be ignored. By building a high-quality university culture environment and promoting in-depth cooperation among collaborative entities, it is conducive to maximizing the

value of collaborative innovation activities. For the construction of the university's cultural environment, it is necessary to consider not only the five aspects of spirit, material, system, behavior, and image, but also the cooperation of relevant departments such as universities, government departments, and enterprises and research institutes.

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