

The Dual Attributes of Higher Education Service and Its Influence on Higher Education Management

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Abstract: The duality of higher education services refers to the duality of higher education services that both individuals and society can benefit from. This feature is separated from other service products, which has a profound impact on the service management system of higher education. Starting from the analysis of the dual characteristics of higher education service, this paper analyzes its influence, which has certain reference significance for further reforming the higher education service system and improving the level of colleges and universities.

Keywords: Higher education service; Dual attributes; Influence

Introduction

In recent years, the concept of education service has been gradually introduced into Chinese colleges and universities. With the continuous development of market economy and the advancement of education internationalization, higher education is changing from public welfare to productive input and productive consumption. From the point of view of economics, the talents cultivated by the university are not entirely owned by the university itself, so the university does not have the utilization value of talents as the enterprise. At this level, the statement that “the product of a university is a person” does not hold water.

1. Connotation of higher education services

1.1 Concept of higher education services

The essence of college students is “human”, in the management and service concept of colleges and universities, the attribute of “human” can not be materialized, so that the management mode is rigid and the service level is reduced. Fundamentally speaking, the motivation of college students to study is to enhance the value of their human capital, so as to get a better return on labor and social status in society, and the ultimate goal of students to pay tuition fees and other expenses is to improve their comprehensive quality through university education, so as to improve the quality of their labor products. Therefore, higher education provides education for the educated. Basically, it's a service. With the continuous development of market economy, many economic and market concepts have gradually penetrated into the higher education system, and higher education institutions have also begun to realize that what universities provide for educatees is actually a kind of education consumption, which is a combination of applying college education resources to students to make them benefit from economy, society, life and other aspects. Some scholars have proposed that college service refers to the use of existing teaching resources to achieve the purposeful development of students' ability and accomplishment, cultivate students' professional level, and construct students' knowledge and thinking system while carrying out teaching activities in colleges and universities.

1.2 Main characteristics of higher education services

Higher education service not only has the basic nature of service-oriented products, but also has its particularity. Only by correctly understanding the particularity of higher education service can we correctly understand the connotation of higher education service, so as to better manage higher education service. In the classroom teaching, there are often some unexpected situations, such as students' learning frustration, physical problems and so on, which requires teachers to have a strong ability to adapt to cope with. On this basis, two concepts of “manufacture” and “consumption” are put forward.

1.2.1 Intangibility

Educational service is an invisible service, and its makers are the teachers on the front line, who devote their minds and bodies to the students, passing on their knowledge and other skills. This process is invisible, in which the benefits gained by consumers as learners, such as knowledge and skills, are difficult to accurately measure and describe. College education should not only meet the current needs of students, but also take into account their future development and the needs of society. The purpose of higher education is to promote the improvement of the level of social civilization and the improvement of the cultural atmosphere, and let people acquire knowledge and skills in the process of receiving education. In order to better serve the national strategy, the university must actively respond to the strategic needs of the recipient country, internalize and embed them into its own development logic.

1.2.2 Synchronicity

On the one hand, the simultaneity of higher education services is reflected in the need for higher education institutions to maintain close contact with social development and meet social needs in the process of cultivating talents and promoting scientific research and innovation. On the other hand, while the national economic and social development provides resources for colleges and universities, it also places great hopes on higher education. Higher education institutions need to give full play to their functional advantages, take the initiative to advance the layout, effectively respond to changes, open up new areas, in order to serve the overall situation of national development.

In addition, the simultaneity of higher education services is also reflected in the promotion of regional economic development. Institutions of higher education should assume the responsibility and mission of enhancing the driving force of regional economic development, and exert far-reaching influence on regional economic and social development by providing professional talents and promoting scientific research and innovation. Higher education institutions need to deeply study and implement the spirit of the important speeches, grasp the requirements of high-quality development, scientifically feel the pulse and give precise policies, further improve the ability to train first-class talents and serve the strategic needs of the country, and provide strong support for the comprehensive construction of a modern socialist country. Therefore, the simultaneity of higher education services is an important embodiment of the synchronous development of higher education and the society, the country and the regional economy, which emphasizes that higher education should meet the development needs of society and the country while meeting the development needs of individuals.

1.2.3 Duality

“Duality” refers to the “duality” of higher education provision. Based on the theory of public goods, it can be divided into public goods, quasi-public goods and private goods. In our country, higher education is a kind of quasi-public goods. From the individual level, university education can enhance the value of individuals, thus bringing more income and benefits. At the social level, more and more specialization and high-end talent pouring into the market can promote the continuous progress of science and technology, improve the efficiency of the labor force, and promote the sustainable development of the economy. Therefore, the service work of higher education has its unique “dual nature”. Moreover, with the improvement of education level, the quality of talents will continue to improve, and the resulting spillover effect will make the social benefits of the services provided by them far outweigh the interests of individuals, which is the unique advantage of higher education for social development.

2. The impact of the “duality” of higher education services

2.1 The dual nature of higher education service demand

Higher education has “duality”, which is a kind of individual and society are beneficial characteristics, which determines that it has a certain dual attributes. This kind of demand has a dual nature, that is, the need of society for talents and the need of individuals for education.

The service of higher education needs to have a duality, that is, both individuals and society can benefit from it. The characteristics of “double benefits” lead to the “duality” of the supply and demand of higher education in our country. From the individual point of view, in the process of receiving higher education, they can not only acquire knowledge and technology, but also improve their cultural quality and labor productivity, and can also be improved in many aspects such as ideology and morality, social reputation, aesthetic taste and so on.

From the social point of view, the purpose of university service is to promote the improvement of social civilization level, promote the improvement of cultural atmosphere, and provide strong talent support for the sustainable development of social economy. This requires that colleges and universities should pay full attention to this duality in the process of formulating educational policies and implementing educational management, so as to achieve a win-win situation between individuals and society. The demand of higher education has a dual character, which not only reflects the value orientation of higher education, but also profoundly affects the management of higher education.

2.2 The dual nature of higher education service supply

Because demand determines supply, the duality of service not only determines the duality of demand, but also has an effect on the duality of supply of higher education through the duality of demand. From the perspective of society and individuals, when providing teaching, on the one hand, we should take into account the needs of the teaching content accepted by students, and promote the development and growth of students' individual ability through the teaching of teachers and the configuration of hardware. On the one hand, it is necessary to start from the needs of social development to ensure that the services provided are in line with the overall economic, political and cultural environment of the society, while taking into account the talent needs of various industries. Therefore, when providing educational services, individual needs and social needs should be considered comprehensively.

2.3 The duality of higher education service measurement standards

The ultimate goal of higher education is to realize the harmonious development of individual and society. However, the evaluation standards of higher education are not the same. At present, there is no precise quantitative method to evaluate the quality of education, which is mainly measured from two aspects: the educated and the society. In the Dictionary of Education, the quality of education is defined as follows: "Different levels of educational purposes and training purposes, the former defines the overall quality of the person being cultivated, but also the basic quality of education needs; The latter sets the quality of the cultivated person as a standard by which to measure a person's aptitude." The duality of the demand subject (society and individual) also determines the duality of this value measurement.

3. Correctly understand the significance of the "dual character" of higher education services

The understanding and grasp of "duality" is helpful for universities to formulate scientific and reasonable education resource allocation policies according to the law of social and personal development, so as to establish a scientific and effective higher education management system. At present, there is still a serious gap and low efficiency in the supply and demand of university education in our country, which is unfavorable to the development of talents themselves and the development of national economy. Therefore, both the government and universities should base on their own fundamentals, conduct reasonable evaluation and research, establish a scientific higher education service system, change some of the past empirical evaluation and practices, adhere to the market as the center, combine the personal development of students and the needs of various aspects, and design a training program suitable for themselves and the society. Only in this way can we take into account the needs of both individuals and society, and achieve a win-win situation for individuals, society and educational institutions.

The understanding of the "dual character" of higher education is because it embodies not only the benefit to the individual, but also the "win-win" effect to the society. It is separated from other service products, and it has a profound impact on the university service management system.

Conclusion

"Dual attribute" is a prominent feature of higher education service, which determines that higher education service is not only related to the development of individuals, but also related to the development of the whole society. This requires university administrators to have advanced consciousness and flexible adaptability in order to adapt to it. At the same time, "dual attributes" also provides us with new ideas and methods to understand the essence and value of higher education more comprehensively and profoundly. Only by fully understanding and mastering this characteristic can we effectively advance the reform and development of our higher education, improve the quality of education in our country, fully satisfy the needs of the society and the individual, and make contributions to building a more fair, just and high-quality education system.

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