

# Exploring the Application Path of Humanistic Concept in Higher Education Management

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**Abstract:** This paper deeply studies the application path of the humanistic concept in higher education management. By defining the humanistic concept and its connotation, this paper discusses its theoretical basis in organizational management and its close connection with higher education management. This study summarizes that the humanistic concept provides forward-looking management concept for higher education management, provides specific paths and suggestions for managers, and promotes the development of the school in a more humane and sustainable direction.

**Keywords:** Human Culture Concept; Higher Education; Application

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## Introduction

With the continuous development of the global society and the rapid progress of science and technology, the role of higher education has become increasingly critical. Higher education is not only a hotbed for cultivating professionals, but also an engine for promoting social progress and economic development. The modern society has an increasing need for knowledge, innovation and lifelong learning, and higher education bears the responsibility of cultivating future leaders, innovators and social participants. In the development trend of higher education, we are faced with many challenges from globalization, digitalization and social diversification. Higher education refers to the education implemented on the basis of the completion of senior secondary education, which is to cultivate senior professionals with a sense of social responsibility, innovative spirit and practical ability. The traditional education management mode and concept have gradually lagged behind, requiring more flexible and humanized management mode to adapt to today's complex and changeable environment. The primary purpose of this study is to deeply explore the practical application of humanistic concept in higher education management. By analyzing the definition and connotation of the people-oriented concept, we will deeply study how to integrate this concept into the management practice in higher education institutions, in order to create a campus environment with more humanistic care and academic atmosphere.

## 1. Theoretical Framework of the Humanistic Concept

### 1.1 Definition and Connotation of the Humanistic Concept

Humanity, namely humanistic innovation. It is a saying that globalization arises at the historic moment. People-oriented concept, as a concept of organizational management, emphasizes putting people in the core position of management, and pays attention to the needs, values and individual development of employees. In the organization, the humanistic concept reflects the respect, care and motivation for employees, and is committed to creating a positive working environment. The human-oriented concept emphasizes the concern and attention to individual employees, including meeting their basic material needs, providing good working conditions and creating opportunities for individual growth; respecting the individual values and beliefs of employees, and promoting the recognition of their diversified values through flexible management methods and open communication channels; and emphasizes the sense of participation and communication transparency of employees. By establishing an open communication mechanism, employees can be more directly involved in organizational decision-making and enhance the trust relationship between the organization and employees, and enhance their work satisfaction by giving them a sense of achievement and self-realization.

## **1.2 Theoretical Basis of People-oriented Concept in Organizational Management**

The theoretical basis of human-oriented concept mainly comes from humanistic psychology and sociology, emphasizing the importance of individual subjective feelings and needs in organizational management. The concept of humanism is compatible with Maslow's hierarchy of needs theory. Maslow believes that people's needs range from basic physiological needs to a higher level of self-realization needs, and the humanistic concept provides a more comprehensive incentive mechanism by paying attention to individual needs at all levels. Herzberg proposed a two-factor theory of work motivation, which are basic working conditions (e. g., salary and work environment) and factors that stimulate work satisfaction (e. g., achievement and responsibility). The humanistic concept focuses on improving employees' work satisfaction, which is closely related to Herzberg's theory. Social cognitive theory emphasizes that learning and development are social processes, which is in line with the emphasis on individual development and teamwork in the humanistic concept of [1]. Through social interaction and cooperation, employees can learn and grow better in the organization. In the management of higher education, the humanistic concept has a direct and profound connection, and the humanistic concept encourages the establishment of a positive teacher-student relationship in the educational environment. Educators' care and respect for students can stimulate students' enthusiasm for learning and encourage them to participate more actively in academic activities. Based on the open communication mechanism of the human-oriented concept, the higher education management can pay more attention to the opportunity for students to participate in the decision-making, and make the school management more close to the needs and expectations of students. The concept of humanization provides beneficial theoretical guidance for the management of higher education, prompting managers to pay more attention to individual differences, and creating an educational environment more conducive to the development of students and staff.

## **2. The Application Path of Human-oriented Concept in Higher Education Management**

### **2.1 Building Leadership and Culture**

In higher education management, the role of leadership is crucial. The development of leadership styles based on trust and resonance is a key link in shaping a positive organizational culture. Efficient higher education management requires a leadership style that leaders have openness, trust and encourage innovation. First, leaders should establish transparent communication mechanisms to ensure that information flows from top to bottom and encourage employees to make suggestions and feedback. By establishing open communication channels with the team, leaders are able to better understand the problems and potential challenges within the organization to make timely adjustments and improvements. Trust is the cornerstone of building a good leadership style. Leaders need to build trust in the leadership by matching words, fulfilling and supporting team members. This trust relationship helps reduce the gap between management and employees, promoting teamwork and innovative [2]. At the same time, building a resonant leadership style means that leaders need to deeply understand their employees' needs and values to better stimulate their internal motivation. By building a real and deep connection with their employees, leaders can better mobilize the enthusiasm and creativity of the team. Organizational culture is the soul of shaping the atmosphere of higher education institutions. Based on the development of a leadership style based on trust and resonance, leaders need to focus on shaping a positive organizational culture to stimulate the work enthusiasm and responsibility of all members. First, leaders should emphasize shared values and goals, ensuring that all members of the organization understand and share a shared vision. With a clear vision and mission, employees are better able to understand their work with the entire organization and become more motivated to work. Secondly, leaders should pay attention to the development and growth of employees. Establish sound training mechanisms and promotion channels so that employees feel that the organization is a place to support their personal career development. This culture will motivate employees to learn and encourage them to constantly improve their abilities at work. In addition, encouraging teamwork and sharing of experiences is also key to building a positive culture. By rewarding cooperation and establishing team sharing mechanisms, organizations can foster a cultural atmosphere of mutual support and growth together. In short, developing a leadership style based on trust and empathy, and by shaping a positive organizational culture, can create a dynamic, cohesive and creative management environment for higher education institutions. This can effectively address the challenges posed by today's rapidly changing educational environment.

### **2.2 Motivating and Developing Staff**

In the management of higher education, the motivation and development of the staff is very important, involving the individual career growth and the overall benefits of the organization. In order to achieve better educational quality and sustainable organizational development, personalized career development planning and optimized incentive mechanisms have become the key management strategies. Personalized career development planning is an important means to stimulate the enthusiasm and potential of the staff. Managers should have in-depth communication with each staff member about their personal interests, professional skills, career

goals, etc. Based on these understandings, personalized career development plans are formulated to provide a clear career path and development direction for the staff. Firstly, managers can understand the career goals and development direction of the staff through regular personal development conversations. This regular communication helps to build a trust relationship between the managers and the staff, making the staff more willing to share their personal career plans. Secondly, personalized training plans are designed according to the interests and skills of the teaching staff. This includes participation in academic seminars, training courses, professional certification, etc., to enhance the overall quality and professionalism of the staff. By cultivating individual strengths and interests, it not only stimulates individual enthusiasm for work, but also improves the overall strength of the whole team. Finally, quantifiable goals and performance evaluation systems are developed to give staff a clear understanding of their work performance and development processes. This not only helps motivate faculty to compete, but also provides a basis for the organization to evaluate and optimize personalized career development plans. The design of the reward mechanism is directly related to the enthusiasm and dedication of the staff. In order to motivate them, managers need to design a flexible and targeted reward mechanism and constantly optimize it. The reward mechanism should be combined with the personalized career development planning. According to the actual contribution and development direction of the staff, formulate the corresponding incentive policies. This can include many forms of promotion opportunities, additional pay, and academic honors to meet the incentive needs of different individuals. Introduce a team reward mechanism to promote collaboration and cooperation. Higher education institutions are usually a teamwork environment, and by setting up team goals and reward mechanisms, synergies between staff can be stimulated to improve the overall performance [3]. Timely evaluate and optimize the reward mechanism. As the educational environment and organizational needs change, reward mechanisms also need to be constantly adjusted to ensure their alignment with actual work performance and organizational goals. Through the design and optimization of personalized career development planning and flexible incentive mechanism, higher education institutions can better stimulate the work passion of the teaching staff, and improve the overall quality of education and organizational performance.

### 3. Conclusion

The exploration of the application path of human-oriented concept in higher education management aims to deeply study and explore how to integrate the concept of emphasizing individual care, respect and development into the higher education management practice, so as to promote the sustainable development of the school. Through the detailed analysis of the definition and theoretical basis of the humanistic concept and the correlation with higher education management, we understand that the connection between the humanistic concept and higher education management is reflected in many aspects, including the optimization of teacher-student relationship, personalized teaching and guidance, students' participation in decision-making, etc. By emphasizing the needs of students and faculty, higher education institutions are able to create a more dynamic and cohesive management environment that improves academic quality and organizational effectiveness. Humanistic concept provides a forward-looking management concept for higher education management. Through in-depth study of its definition, theoretical basis and application path, this study provides specific paths and suggestions for higher education administrators, so that they can better implement the humanistic concept, and promote the school towards a more humane, caring and sustainable development direction. This will not only help to improve the overall performance of the school, but also help to cultivate a new generation of more innovative and socially responsible talents.

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