

# Application Research of Two-factor Theory in College Education Management

Hongjie Zhao

1. Lesim University, Philippines 4200

2. Hetao College, Bayannur, Inner Mongolia 015000

---

**Abstract:** Under the new situation, colleges and universities need to reposition the goal of education management, and should give a working mode suitable for the current needs of education management, so as to ensure that education management can do a good job in the organization of school human resources and improve the utilization level of school human resources. Colleges and universities take the two-factor theory as a tool of education management planning, analyze the deficiencies of education management in colleges and universities, and give the use method of two-factor theory in education management according to the work needs, so as to empower education management. This paper introduces the basic viewpoint of two-factor theory, points out its application significance in college education management, puts forward the application suggestion of two-factor theory in college education management, and provides new ideas for the optimization of college education management.

**Keywords:** University; Two-factor theory; Education management

---

Colleges and universities must adapt to the current new environment in organizing activities. In the development, colleges and universities need to eliminate the wrong idea that “management is obeying the requirements”, and introduce the two-factor theory for the need of improving the overall level of education management. After the dual factors of incentive and health care are applied to education management activities in colleges and universities, the ideas of all the teaching staff are changed, so that the front-line teachers and grass-roots managers have a love for the responsible work. Teaching staff in their own positive thoughts prompted, efficient handling of the work.

Colleges and universities must adapt to the current new environment in organizing activities. In the development, colleges and universities need to eliminate the wrong idea that “management is obeying the requirements”, and introduce the two-factor theory for the need of improving the overall level of education management. After the dual factors of incentive and health care are applied to education management activities in colleges and universities, the ideas of all the teaching staff are changed, so that the front-line teachers and grass-roots managers have a love for the responsible work. Teaching staff in their own positive thoughts prompted, efficient handling of the work.

## 1. The basic view of the two-factor theory

The two-factor theory mainly covers incentive factors and health care factors, and is a complex of organic combination of two factors. Motivators emphasize care during personal growth, such as development support, achievement recognition, and environmental factors such as welfare level, surrounding culture, salary, and interpersonal relationships. There is a correlation between incentive and health care, and any of these factors will affect the motivation of staff. In terms of individual work motivation, the combination of health care and incentive can achieve significant results in terms of employee motivation <sup>[1]</sup>.

## 2. The significance of using two-factor theory in college education management

The two-factor theory can improve the individual work enthusiasm in organizational activities. When optimizing the education management structure of universities, colleges and universities introduce the two-factor theory into the education management to regulate the work enthusiasm of the internal teaching staff. This behavior is of great significance <sup>[2]</sup>.

Under the use of two-factor theory, health care factors can be provided for human resources organizations, so as to guide

employees to form positive emotions in personnel work, so that they can participate in activities efficiently, and the efficiency of organization and management work will be improved. Second, the use of health care factors in educational management can obtain better working results according to the needs of educational management. On the basis of the satisfaction of health care factors, the application of incentive factors can create more opportunities for the staff, so that they can have a sense of achievement in the activities. Therefore, the teaching staff will form a love for the job, which helps individuals to form a strong sense of skill learning in the work, and constantly improve their skills based on the completion of the work. Employees will recognize themselves and think that they are of great significance to the development of colleges and universities. Third, the two-factor theory is used in education management, so as to link the salary of the staff with the interests of the organization, thus highlighting the incentive effect of the staff. Both the staff and the university organization managers will form the idea that the contribution is proportional to the return. With the support of the two-factor theory, the compensation incentive mechanism established by colleges and universities can play its functional role and achieve outstanding results in the call of employees' work enthusiasm.

### **3. Two-factor theory is applied in university management**

#### **3.1 Emphasize fairness and justice**

Introduce the two-factor theory, adjust the education management mode under this theory dimension, pay attention to fairness and justice, so as to achieve the balance effect. In the process of a more perfect market economic system, college teachers and staff gradually form a utilitarian consciousness in the environment shaped by the market economic system and pursue benefits. Because China's market economic system is not in the best state of perfection, the management of university education will encounter obstacles in the regulation activities because of the loopholes in the market economic system. A small number of teachers and staff are extremely selfish in the new environment, and the utility is more obvious, which will also set up obstacles for the education management work in colleges and universities. Due to the gap in technical ability and knowledge reserve of college teaching staff, and the different moral quality level and responsibility consciousness of teaching staff, there are big differences in the implementation of specific work<sup>[3]</sup>. Among them, the staff in work performance, responsibility and attitude. The difference in the ability and work consciousness of college staff is mainly reflected in the salary level and welfare treatment, and there will be different salaries for the same post and different pay for the same work. After different groups and different employees have different salaries and benefits, there will be a psychological imbalance. This sense of imbalance will cause subtle changes in the internal atmosphere of the school and affect the realization of the development goals of the school. Colleges and universities use the two-factor theory in education management, which need to take the two-factor theory as the guiding ideology in scientific research, teaching and educational administration management, and assess and monitor the salary and welfare distribution in the whole process. In addition to the necessary group incentive or individual incentive efficiency, colleges and universities must integrate the principle of fairness into the educational administration system, supplemented by the two-factor theory for design.

#### **3.2 Emphasize humanistic care**

Based on the work results of their own development under the new situation, universities choose the two-factor theory and apply it to education management, emphasizing humanistic care. The education management of colleges and universities introduces incentive, health care and other factors, and through individual motivation in the work motivation, the college staff have a strong desire to participate in their own work, which can improve the work effect of the staff in the specific business disposal. When setting up the education management system, the education management personnel in colleges and universities will give the management plans through the way of individual internal incentive, so as to improve the effectiveness and scientificity of the management work, and the management content will become more rich. When promoting educational management activities in colleges and universities, according to the flexible characteristics of the posts, coordinate the relationship between posts and individuals, and give challenging work with obvious personalized characteristics. In the activities, the staff can plan, organize and design according to the requirements of scientific research, educational management, education and other activities, so as to meet the psychological needs of the employees during their growth. After faculty and staff participate in scientific research, management, education and other activities in universities, it is necessary to continuously promote the work design of employees. Managers should pay attention to the growth process of faculty and staff in their work, grasp the key points of management, and give management methods under the people-oriented thinking, so that employees can solve the problems they cannot deal with in the new state.

University administrators need to provide humanistic care for their employees, and adopt incentive means to realize the

perfect integration of humanistic care and two-factor theory. Under the positive influence of motivation and humanistic care, the staff have strong confidence and can quickly adapt to the new working state. Introduce double factor theory in education management in colleges and universities, on the basis of factors such as incentive and health care, the analysis of past education management, found that the education management in the staff emotional concern, under the guidance of double factor theory, optimize the education management function module, play the role of education management in employee growth incentive.

## **Conclusion**

To sum up, in order to improve the overall level of education management during the transformation period, colleges and universities need to clarify the objectives of education management, realize the role of the two-factor theory in the improvement of education management level, and implement the theory in every link of school education management. After the introduction of education management by health care, incentive and other factors, colleges and universities strengthen the teaching staff to form a strong sense of responsibility, actively participate in education management activities, provide conditions for the efficient promotion of school education management, and become the guarantee for the stable and sustainable development of education.

## **References:**

- [1] Liu calligraphy. On the Exploration and Practice of Two-factor Theory in College Education [J]. Knowledge Economy, 2021,000 (003): 134-135.
- [2] He Zhanxiong, Liu Qinghai, Xia Yonghong. The orientation, value and trend of the two-factor theory in education [J]. Teacher, 2022 (23): 102-104.
- [3] Yao Nan. Research on the incentive mechanism of human resource management in universities based on two-factor theory [J]. Journal of Lianyungang Vocational and Technical College, 2022,35 (3): 5.