

# Strengthen Human Resource Management in Higher Education, and Promote Public Institutions to Improve Quality, Reduce Costs and Increase Efficiency

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**Abstract:** Public institutions play an important role in administrative management and technical service in modern society, and its quality and efficiency are directly affected by human resource management. This paper aims to explore how to give full play to the advantages of human resources of higher education in human resource management modules such as talent planning, recruitment and selection, training and incentive, to realize mutual benefit and win-win situation, and comprehensively promote the improvement of quality, cost reduction and efficiency of public institutions. By analyzing the key elements and improvement strategies of human resource management in higher education, feasible solutions are put forward to provide guidance and suggestions for the unit.

**Keywords:** Higher Education; Human Resource Management; Public Institutions

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## Introduction

Public institutions are important supports for national development. And the improvement of their quality and efficiency is of great significance to the whole society. However, with the increasing changes in reform and development, public institutions face many challenges, such as the shortage of highly educated talents, limited resources, and lack of incentives. Therefore, strengthening the absorption, training and incentive of highly educated talents has become the key to improve the manpower level and reduce the training cost. This paper will discuss the significance and effect of human resource management in higher education, analyze its key elements, and put forward corresponding improvement strategies, in order to provide beneficial enlightenment for the promotion and development of human resource management in public institutions.

## 1. To enhance the significance and effect of human resource management in higher education

Human resource is the core resource, and higher education plays a crucial role in the modern human resource management system, whose effectiveness directly affects the overall operation and development of each organization. Strengthening human resource management in higher education has the following significance and expected effects: A good higher education background will help talents to be discovered, screened, introduced and selected, and scientific, fair and targeted selection and training can help employers build talent advantages and create talent research highland. Absorbed and optimized higher education talents, especially outstanding fresh graduates and selected graduates directly absorbed from institutions of higher learning, can better understand and adapt to organizational goals and values. Reasonable salary system, perfect welfare benefits and career development planning can make employees feel the care and support of the organization to give full play to their potential, form an efficient work team, and thus improve job satisfaction and loyalty. Higher education human resource management should encourage learning and innovation, create a good working atmosphere, make employees actively participate in innovation activities, and promote the innovative development of their career.

Facing the development pattern under the new situation, higher education background has become the quality guarantee of efficient recruitment of human resources. Appropriate training and development plans can make highly educated personnel own more professional technology and business knowledge on the basis of their existing high academic level, so as to comprehensively

improve the technical level and scientific innovation efficiency of the unit. Strengthening human resource management in higher education is helpful to rationally allocate all kinds of resources, reduce personnel training costs, and improve the overall efficiency and competitiveness of public institutions. Therefore, the significance and effect of improving human resource management in higher education are not only reflected in promoting the efficient operation of public institutions, but also involve the development and progress of the entire human resource management system<sup>[1]</sup>.

## **2. Key elements of human resource management in higher education**

### **2.1 Recruitment and selection**

Recruitment and selection are the prerequisite and basic guarantee of human resource management in higher education. In order to ensure that public institutions have excellent talent teams, it is necessary to formulate scientific and reasonable recruitment and selection strategies. At present, the policy of recruitment of public institutions is clearly tilted toward Fresh college graduates. In this context, work can be carried out from the dimensions of university cooperation, government drainage, policy support, etc., to improve the quality of recruitment, ensure the effectiveness of supply, and jointly promote talent vitality. Firstly, we should clarify the responsibility requirements of each post, including the recruitment targets, educational backgrounds, majors and so on. Then diverse recruitment channels can be used to widely issue recruitment brochures, accurately convey the core values of the unit and industry advantages to attract more resonating talents. In the selection process, the unit can still use a variety of methods for independent assessment, such as multiple rounds of interviews, professional assessment, etc., and focuses on the candidates' educational background, professional experience, comprehensive ability and other factors to ensure that the final selection of talents are suitable for the position. In the highly competitive talent market, giving full play to the advantages of public institution to attract more excellent higher education talents will help build a high-quality workforce to provide solid support for the long-term development of institutions.

### **2.2 Training and development**

Training and development are the focus of human resource management in higher education, which are crucial to the quality and follow-up development of talents. Public institutions should develop personalized training plans according to the training needs of different majors and positions to teach students in accordance with their aptitude, and make up for their weaknesses and carry forward their advantages. Training methods should be diversified, including internal training, external training, job rotation and leading and teaching new employees, online and offline teaching, etc., to meet the learning needs of different types of highly educated talents. At the same time, the unit should provide employees with clear career development plans, unblock the promotion channels for administrative positions, technical titles, post ranks and others, determine career development goals and promotion paths, and continue to stimulate the enthusiasm and motivation of employees to start businesses. The training content should keep pace with The Times, pay attention to the cutting-edge concepts and technologies of the industry, and help employees constantly improve their skills and management abilities. Scientific training and development can make public institutions continuously improve the overall quality of the talent team, and provide better quality and professional services to the public.

### **2.3 Salary and benefits**

Salary and benefits are key to human resource management in higher education and play an important role in attracting and motivating highly educated talents. However, the wage structure of public institution staff is not the same as that of enterprises. The main components of salary, post wage, pay grade salary and post allowance, are matched with the length of work and the post rank. And the pay scale is uniform among the files, and there is no room for adjustment. The salary standards between each level are unified, lacking adjustable space. Therefore, public institutions should focus on establishing fair and reasonable talent promotion and bonus distribution mechanisms, such as key work performance awards, scientific research and project awards, etc., to encourage employees to work actively and strive to be the First and Best. Rich and varied benefits are also an important means to attract talents, including medical insurance, group activities, parent-child space, and staff dormitories. Through the salary and benefits system of rewarding diligence and excellence, the differentiated incentive is linked to the work performance and contribution of employees to effectively promote their work enthusiasm. Reasonable salary distribution and benefits guarantee enable public institutions to retain outstanding talents, provide stable support for the long-term development of their careers, improve the enthusiasm and satisfaction of employees, and encourage highly educated talents to produce more and better results<sup>[2]</sup>.

## **3. Strategies for improving human resource management in higher education**

### **3.1 Strengthen the legal and policy support of human resource management in higher education**

To strengthen the level of human resource management in higher education, it is necessary to establish and improve the corresponding

policy support system. Relevant policies and regulations should clarify the principles, standards and procedures of human resource management in public institutions to provide operational guidelines and directions for the optimization of organizational management in public institutions and the training of talents in colleges and universities. When the policy is formulated, the practical operation should be fully considered, innovation should be encouraged, rigidity and red tape should be avoided, flexibility and adaptability should be strengthened, public institutions should play a more important role in promoting the employment of college graduates, jointly promoting the continuous improvement of human resource management.

### **3.2 Promote the application of information technology in human resource management**

The extensive application of information technology has brought great convenience and benefits, and public institutions should actively promote the application of information technology in human resource management. We will make good use of online integrated platforms such as “access more government services via a single website”, “self-service processing” and “personnel management done at a time”, to establish a sound personnel management information system to realize the digital management of the whole process of talent recruitment, personnel management, training exchange and performance evaluation. For example, Shanghai Massive Intelligent Learning for Everyone, a comprehensive, authoritative, efficient integrated whole process human resources management platform, serves both college students and employers and sets up many functional modules, vocational education, higher education course resources, integration of student job search, employment guidance, household registration file management and unit recruitment, resume inquiry, settlement management services. The support of information technology makes public institutions be able to carry out human resource management more accurately and efficiently, attract highly educated talents more conveniently and preferentially, and realize the optimization of the allocation of talent teams.

### **3.3 Encourage public institutions to cooperate with universities and share high-quality resources**

Cooperation with colleges and universities is another important way to improve human resource management in public institutions. Different units may have different talent needs, problems and challenges, but through strengthening cooperation and exchanges with universities, the most suitable solutions can be found. Public institutions usually have more advanced and tested human resource management experience and information, while colleges and universities have rich educational resources, intellectual property rights and reserves of talents. Through academic discussion, research project cooperation, internship exchange and other forms, colleges and universities can learn from the advanced management experience of public institutions to improve their management level, and train outstanding professional talents with unity of knowledge and action in a more targeted and effective way. And the units can also get the priority to select talents and higher quality services for talent training through cooperation with universities. The government can encourage and support such cooperation and provide policy and financial support to realize resource sharing and complementary advantages of both sides and create a better environment for improving the quality and efficiency of human resource management in public institutions<sup>[3]</sup>.

## **4. Conclusion**

Through continuous exploration and improvement, public institutions can better attract outstanding talents with higher education background, optimize the structure of cadre team, improve the allocation of human resources, and improve management level and service quality. The sustainable development of public institutions needs the support of outstanding talents, and the human resource management of higher education is the key to achieve this goal. It is hoped that in the near future, the cause of higher education can continue to innovate and develop, train and transport more outstanding talents for the society, and provide stronger guidance and help for the prosperity and progress of the country.

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