

# Research on the Reform Path of Higher Education Management Based on Perspective of Public Governance

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**Abstract:** In the process of progress and development of the times, with the increasingly reform of higher education system, the reform of education management has been implemented synchronously, and has been highly valued by university leaders and managers. Under the influence of the perspective of public governance, combined with the current situation of the reform of higher education management, it can be seen that in the new era, it has gradually become the focus of the construction stage of the management system of colleges and universities, and formed a new development pattern. In the implementation process of higher education management, this paper analyzes the important role of establishing the perspective of public governance, fully discusses the creation of reform paths, and puts forward new development strategies to optimize the effect of the implementation of higher education management reform. Based on the standard and perfect management form, this paper puts forward the clear requirements for the talent training work to make it meet the personnel training needs of the employing units.

**Keywords:** Public Governance; Higher Education; Management Reform; Innovation Path; Effective Measures

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## Introduction

In the process of promotion and penetration of advanced management concepts, it has gradually affected the development of higher education management, making the management mode of higher education change positively. For non-democratization, bureaucracy, public decline and other issues, in the process of in-depth analysis, standing in the theoretical perspective of public governance, based on a new perspective, promote the comprehensive reform of higher education management system, put forward innovative development path, promote the effective improvement of higher education management level, and help higher education institutions to achieve the development goal of maximizing public interest.

## 1. The important role of establishing perspective of public governance in higher education management

### 1.1 Promote the transformation of diversified pattern of higher education management

Under the influence of the concept of public governance, combined with the current situation of higher education management, according to the application status of this concept, it can be seen that there is a clear trend of change, and the management subject does not only refer to government departments. This is because in the stage of higher education, if only the dominant position of government departments is highlighted, there will be certain problems and disadvantages. In the process of creating diversified management subjects, new management methods can be extended, and such management models have scientific utility.

## **1.2 Meeting the Essential Demand of Higher Education**

Under the influence of the accident of public governance, according to the analysis of the essential demands of higher education management, it can be seen that "good governance" is usually the main idea.

## **2. The enlightenment of higher education management reform from the perspective of public governance**

### **2.1 Promote democratization process**

Under the influence of the perspective of public governance, it is necessary to attach great importance to the communication and exchange among the governance subjects. In the management of higher education, the establishment of the perspective of public governance can attract the attention of managers and make them clear the relevant interests of multiple governance subjects.

### **2.2 Equitable management**

In the process of national development, with the formulation of relevant policies and guidelines, it will have a direct impact on the development of education in China. It is necessary to start from the government level, pay attention to the development of higher education, and follow the basic goal of fairness.

In ensuring the fairness of higher education, it is necessary to attach great importance to the basic principle of fairness under the premise of social fairness. When providing educational opportunities, it is also necessary to follow the basic principle of fairness and play the leading role of government departments.

### **2.3 Maximization of quality benefits**

In the theory of public governance, it is usually required to take the service object as the center to promote the effective improvement of service quality. For some quasi-public goods, higher education needs to increase the training of talents to meet the development needs of the educated personnel. Therefore, it is necessary to improve the quality of higher education institutions.

In the process of elite development of higher education, it is gradually moving towards the transformation direction of popularization. According to the specific needs of various subjects, it is necessary to put forward targeted reform countermeasures from three aspects of teaching orientation, quality and content setting of higher education.

## **3. An effective way to reform higher education management based on the perspective of public governance**

### **3.1 Multi-center governance, repositioning functions**

In the implementation of higher education management, after the introduction of public governance theory, the subjects formed have diversified characteristics, and it is necessary to form a cooperative governance model in the form of multi-center when reforming the governance model. In the administrative management of higher education, based on the perspective of public governance, it is necessary to promote the effective implementation of decentralization reform.

With the guidance of educational administrative institutions, and based on the assistance of local educational non-governmental institutions, students' associations, parents' associations, intermediary organizations or industry self-regulatory organizations are formed, and cooperate with local government departments actively to enable relevant

subjects to participate in management projects and improve the performance level of higher education management effectively.

Due to the influence of public governance theory, the exercise mode of higher education needs to be innovated and repositioned according to the scope of relevant authority, so as to reduce the scope of the role of the education administrative department. In the implementation process of higher education management, with the help of market regulation, it can ensure the wide application of such means, and then achieve the goal of macro-control.

### **3.2 Create diversified governance means**

Under the influence of governance theory, the governance means are analyzed and compared with traditional means. It can be seen that when using the governance means from the perspective of public governance, we should attach great importance to the cooperative relationship between different interest groups. In the implementation process of higher education management reform, we should adopt diversified management methods and means to ensure the effectiveness of the management form and realize the ultimate management goal.

In the process of higher education management reform, we should ensure the flexibility of management methods, and promote the synchronous improvement of management efficiency based on modern management mode. In the field of higher education in China, in order to avoid the disconnection between responsibilities and rights effectively, it is necessary not only to stimulate the willingness of managers to use management rights, but also to guide managers to take responsibilities and obligations actively, and pay attention to the division of responsibilities and obligations, so as to avoid the dilution of management consciousness.

Between the teaching management department, the student management department, the teacher management department, the central management department and the local education management department, we should also strictly control the phenomena such as skin-pulling and responsibility shirking, and reduce the possibility of the prevalence of bureaucracy.

In the implementation process of higher education management, through the creation of diversified governance means, according to the current situation of responsibility division of each main department, it puts forward targeted governance countermeasures to optimize the effectiveness of higher education management, ensure the improvement of education quality level, avoid adverse effects on higher education work, help the synchronous improvement of scientific research level, strengthen the innovation ability of higher education related institutions, optimize the implementation effect of management work, and make it meet the reform requirements from the public perspective.

### **3.3 Highlight response characteristics and promote mechanism innovation**

The requirements put forward by citizens enable the Ministry of Higher Education Management to respond actively. In the process of education management, the timeliness of relevant responses and feedback should be ensured to ensure the responsiveness of the management department. For the services provided by higher education, it is necessary to guide the overall preference of relevant stakeholders according to their educational demands so as to make the overall preference consistent.

In order to achieve the basic requirement of responsiveness, it is also necessary to attach great importance to the above subjects in the follow-up management reform from the four aspects of parents, students, social people and the media industry. By mobilizing the enthusiasm of the subject, it can jointly participate in the implementation process of supervision and management.

For the management process of higher education, it is necessary to break the limitation of the traditional closed state, follow the basic principle of openness, and ensure the transparency of the management process. With the joint participation of diversified subjects, it is necessary to ensure that the participation opportunities of various subjects are equal, and promote the synchronous improvement of the efficiency and quality of higher education management.

On the one hand, each subject can clarify its own status advantage, meet its own interest demand based on diversified

education channels, and fully express the corresponding demands to ensure the fairness of interest division of stakeholders.

On the other hand, in the implementation process of higher education management, it is necessary to attach great importance to the cooperation mode, adopt the method of equal consultation to ensure that the formed governance relationship is innovative, and reform the construction of management mechanism to form an efficient management mode.

## 4. Conclusion

Under the influence of public governance, the reform of higher education management is promoted in an orderly manner, and the democratization of education management is promoted, which can improve the traditional management mode, promote the synchronous improvement of management efficiency, and meet the essential demands of higher education stage. In order to solve the reform problems in the management stage of higher education, it is necessary to change the functions of the government in a timely manner in the process of practice and reform, and promote the synchronous implementation of university autonomy. According to the system construction to be optimized and improved, in the form of efficient management, to meet the basic requirement of education fairness, strengthen the protection of the interests of subject and object so as to make their interests balanced, to create good educational conditions for socialist modernization.

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