

Analysis of University Administration Innovation Under the Background of "Internet +"

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Abstract: Any administrative management work should be constantly adjusted and innovated according to the change of the environment, in order to ensure that the work to achieve the due effect. The administration of colleges and universities has been in the process of the development of colleges and universities, the rapid development of Internet technology to the university administrative work put forward new requirements also brought new challenges, and the Ministry of Education and other relevant units also put forward to speed up the wisdom campus construction, digital office concept, requires colleges and universities on the basis of the original reform and innovation, to adapt to the current situation and conform to the reality of the development of colleges and universities. This paper comprehensively discusses the necessity of promoting the administrative management reform in colleges and universities under the background of "Internet +", as well as the problems existing in the concept, system, system construction, infrastructure construction, talent team construction and other aspects, and puts forward the corresponding reform measures to promote the improvement of the administrative management level in colleges and universities.

Keywords: Internet +; University; Administration; Innovation

1. The necessity of university administrative management reform under the background of "Internet +"

1.1 New requirements of "Internet +" for the administration of colleges and universities

The continuous development of "Internet +" has exerted a profound influence on the concept, system and working methods of university administration, and also put forward new and higher requirements for the administration of colleges and universities. Colleges and universities in the process of continuous development, facing the problems and need to deal with affairs more and more, more and more complex, and because the technical means is relatively backward, information processing platform is difficult to achieve information collection, analysis, filtering, so the traditional university administrative mode of office only adapt to a few people to the school office department to do business needs. But in the "Internet +" development today, requires colleges and universities to get rid of the traditional management concept, active innovation administrative management system and work mode, more efficient and more accurate to deal with these affairs, but also requires administrative management personnel to change their management role, keenly capture the most practical needs of teachers and students, active learning, using advanced technology for information collection and sorting, improve the level of work, improve the work efficiency, enhance their service quality.

1.2 University administrative management innovation is the only way to respond to the "Internet +"

As the traditional university administrative management mode can not adapt to the new requirements of diversification,

specialization and individuation of university administrative management in the era of "Internet +", it is urgent to make changes. And the development of "Internet +" technology in China has great potential, will apply "Internet +" technology as the way of administrative innovation, can promote the administrative management of colleges and universities more efficient, further improve the requirements of the administrative management work, improve the level of administrative management in colleges and universities, to achieve more scientific management. In addition, The State Council, the Ministry of Education and other departments have also issued "Education Modernization 2035", "Education Informatization 2.0 Action Plan" and other documents, deploying the comprehensive use of big data, artificial intelligence and other "Internet +" technology means to promote the reform of school management mode and accelerate the construction of smart campus. Therefore, under the background of "Internet +", the administrative management reform of colleges and universities is an inevitable product of social development, and the implementation of "Internet + school affairs service" in colleges and universities is also the only way to improve the quality of administrative services.

2. Problems existing in university administration under the background of "Internet +"

2.1 The administrative management concept of colleges and universities is backward

For colleges and universities, it is important to improve the quality of teaching and achieve the goal of cultivating talents, but to some extent, these goals rely on the orderly promotion of administrative work. Only in this way can we create a good learning and living environment for students and promote their growth and talents. But at present the domestic colleges and universities in the administrative management activities is still influenced by the concept of traditional administrative management, management concept is relatively backward, in addition to the department leadership, others have no say in decision-making, many administrative work in the actual implementation of the process of a certain lack of scientific, professional, effective, difficult to guarantee related to the substantial work efficiently implement and complete, not only the administrative management level in universities has not improved, and also affect the teaching work in colleges and universities.

2.2 The administrative management system of colleges and universities is not perfect

Colleges and universities need a scientific and reasonable administrative management system. Under the background of "Internet +", the administration of colleges and universities is facing increasing pressure and demand. Schools should insist on reflecting and innovating their own administrative management system for a long time to keep up with the pace of the development of colleges and universities. However, the administrative management system of universities in China is still not complete, the management system implemented by many universities has not been effectively innovated, has been unable to adapt to the current Internet environment, many universities management work has been blindly, deviated from the right direction.

2.3 The backwardness administrative management mode of colleges and universities

In the view of many administrators, the administrative management of colleges and universities is not complicated. It is mainly to plan, organize and coordinate the daily work and manage the teaching activities of teachers and students' study and life, as long as it can ensure the normal operation of colleges and universities. However, with the gradual deepening of the reform, this unscientific management model has been difficult to adapt to the development of universities. In particular, the arrival of the "Internet +" era has completely changed people's understanding of traditional industries. At present, the administrative departments of colleges and universities blindly follow the original traditional management model. The existing administrative responsibilities are not clear, the administrative organization is too complex, and can not penetrate into all aspects of college administration. The management work does not start from the actual needs of the main part. All kinds of problems, such as the lack of comprehensive understanding of the pre-evolution management system of Internet science and technology on campus, have been exposed one by one. It is difficult for the

administrative management model of colleges and universities to effectively integrate with the Internet, and it is laborious to fully meet the needs of teachers and students, which seriously restricts the improvement of the level of administrative management, and has become one of the important problems restricting the reform of colleges and universities in China.

3. The innovative strategy of university Administration under the background of "Internet +"

3.1 Establish the "people-oriented" management concept

Colleges and universities in the process of management must earnestly implement the concept of "people-oriented", fully mobilize the work enthusiasm of administrative staff, initiative, the interests of the staff and students as the focus of the propulsion work, truly provide services for them, let them in the work, study and life can also realize their own value, feel the respect and recognition from the school, stimulate their learning potential and work enthusiasm. University administrative personnel to change the concept of "official standard", complete from "management" to "service", to deepen the cognition of work object, clear work positioning, to a new perspective to deal with work, enhance the mastery of new ideas and methods, change the style of work, innovative work methods, improve the efficiency of work and the result of processing, improve the effectiveness of management methods.

3.2 Improving the Administrative System of Colleges and Universities

The establishment of the administrative management system of colleges and universities should be based on the development of colleges and universities, follow the footsteps of the network age, give full play to the advantages of network technology, solve the institutional factors of the development of colleges and universities, constantly improve the administrative management system of colleges and universities for university administration guidance, join the Internet elements, promote the management level of colleges and universities, but also to the teaching work smoothly has positive significance. First of all, colleges and universities should focus more on strengthening the management team construction of the school during the reform of the school departments, and strengthen the management at this level to ensure that the downward operation of the management center is happening. System and mechanism is an important institutional guarantee to ensure the smooth progress of the work. Only a strict and scientific system can promote the effective implementation of administrative work. Second, to establish and improve the matter, after the prison system, various colleges and universities to formulate the relevant management measures and the detailed rules for the implementation, by the relevant departments through the spot check, supervision, third party evaluation, check the related work of colleges and universities, at the same time, can through the principal interview, proposal contest, etc, actively adopt the staff and students 'advice, establish a more sound supervision mechanism, prompting the school's new administrative system constantly updated and improved.

3.3 Improve software facilities and information platforms

Colleges and universities should increase the investment of capital and technology according to the needs of information construction, not only to continuously update and manage the Internet hardware facilities, but also to improve the software facilities and improve the digital level of university management. Nanjing University of Technology has independently built an information platform with the function of intelligent information management, optimized the educational administration management and teaching management procedures, and comprehensively improved the information service for teachers and students with the help of the advanced information technology, effectively promoting the efficient management and utilization of school education data, and providing information conditions for professional teaching and learning. Jiangsu University of Science and Technology has built a big data analysis platform, realizing the accurate analysis and intelligent early warning of the main business data. The development and use of these software and platforms have greatly improved the efficiency of the administrative management of universities, and further enhanced the sense of gain, happiness and security of teachers and students.

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