

# Innovation path of public management in Colleges and universities in China in the new era

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**Abstract:** as one of the important contents of the overall education work in Colleges and universities, the quality and efficiency of public management directly affect whether colleges and universities can occupy an advantage in the fierce education competition. At the same time, it is closely related to the overall education and teaching reform and innovation in Colleges and universities. The vigorous development of advanced technologies such as the Internet and big data has effectively pointed out the way forward for the optimization and innovation of public management in many colleges and universities in China. Therefore, based on a brief description of the significance of public management innovation in Colleges and universities in China in the new era, this paper focuses on the innovation path to carry out in-depth research, in order to provide some reference for more colleges and universities in China to do a good job in public management, ensure its orderly promotion, and greatly improve the effectiveness of the overall management of colleges and universities.

**Key words:** new period; Colleges and universities; Public administration; Innovation path

## Introduction

Since the reform and opening up, China's higher education has been booming. On the one hand, it drives the rapid development of the local economy, on the other hand, it also undertakes the important mission of cultivating high-quality and high-quality comprehensive talents. However, in the actual operation of colleges and universities, the public management department will inevitably have some problems in the process of daily management and work, which will directly affect the overall level and quality of public management in Colleges and universities in China. Therefore, how to do a good job of public management in Colleges and universities with high quality under the background of the new era and reform and innovate the concept, mode and method of public management on the basis of the original is an important topic that university managers should focus on in the future.

## 1. The significance of public management innovation in China's colleges and universities in the new era

First, it is conducive to promoting the refinement of public management. Refinement is the development direction of public management in Colleges and universities. Based on this, other work in Colleges and universities can also achieve orderly operation under the coordination of refined public management. This measure not only meets the practical needs of public management in Colleges and Universities under the background of the new era, but also greatly improves the refinement level of public management. Therefore, if colleges and universities want to work together and develop with high quality, then if the public management of colleges and universities can continue to move closer to the direction of refined management, this measure has very important practical significance. In addition, the innovative development of public management in Colleges and universities can also provide strong support and high-quality service guarantee for their own education and teaching work. At the same time, the effective implementation of the refined concept in every work detail of public management in Colleges and universities is conducive to promoting the efficient docking of work between departments. Under the effective driving of the whole, all departments will also continue to develop in the direction of refined management. With the partial driving of the whole, the public management level of colleges and universities in China will also be significantly improved, and the comprehensive development of colleges and universities will also have a more solid guarantee.

Secondly, it is conducive to improving the informatization of public management. The traditional way of public management has the problem of serious lack of strength, but from another perspective, it also points out the direction for the reform and innovation of public management in Colleges and universities in China. With the increasing popularization of education informatization, public management in Colleges and universities should also seize the opportunity, continue to innovate and move closer to this direction, and always implement the concept of new public management, and actively move forward in the direction of informatization and digitization. Especially in management practice, managers should start from the characteristics of public management, Always adhere to the management concept of big data, the Internet and other advanced technologies, link up with the work of other departments with high quality and efficiency, establish and improve the integrated public management practice mechanism, and help to significantly improve the practical results of public management. It is precisely because of the direct influence of advanced thinking and technology such as big data and the Internet that the concept, mode and thinking of public management in Colleges and universities can be further integrated with the times, and the effectiveness and effectiveness of public management will be significantly enhanced.

## 2. The feasible path of public management innovation in Colleges and universities in China in the new era

### 2.1 Change the concept of public management and clarify the key points of public management

Concept is an important guide to practice. In view of the main problems existing in the public management of colleges and universities

in China, managers need to correctly examine the practice work and should be guided by the correct concept of public management, constantly innovate the working mode of public management and improve the overall management quality. First of all, colleges and universities should strengthen the study and practice of public management theory, accurately find the close connection between public management and other management work or education and teaching, strengthen the publicity of public management concept, actively create a harmonious and good public management atmosphere in the whole university, and comprehensively improve the attention of all personnel in Colleges and universities to public management, In order to create favorable conditions for the orderly development of public management in the future. Secondly, public management in the new era needs to combine advanced concepts and technologies. Managers need to establish advanced management data thinking, give full play to the unique role of big data in public management, and enhance the attention of management staff to information data, so as to help public management reform enter a new journey. For a long time, although public management is closely linked with other management work or education and teaching work, sometimes due to information asymmetry, the connection is not smooth, which directly affects the quality of public management. However, if the relevant staff can flexibly and effectively apply the big data management thinking to their work, it will not only create conditions for more smooth communication between various departments, make multiple departments operate cooperatively with the support of big data technology, but also make it easier for managers to collect and obtain more information and data conducive to management in time, In order to enhance the sharing of public management data. Finally, in the process of public management, managers need to always implement the management concept of “student-centered” and highlight the sense of humanized service, which is of great benefit to significantly enhance the effect of public management in Colleges and universities. At the same time, managers should properly integrate the refined management concept into the management work, realize the organic integration of humanistic management and refined management, fundamentally break through the shortcomings of the traditional theory and practice, and then promote the innovation and development of public management in Colleges and universities to move forward in a clear direction.

In addition, it is also quite necessary to clarify the focus of public management. Based on the actual development of colleges and universities, managers should analyze the existing main problems of public management in detail, and from this point of view, emphasize the weight of public management in the overall management of colleges and universities. It is best to form a good situation that public management and administrative management complement each other and promote each other, so as to further promote the development of public management in Colleges and universities in the direction of modernization, standardization and institutionalization.

#### 2.2 Improve public management mechanism and formulate public management system

The innovation of public management in Colleges and universities should pay attention to the improvement of relevant mechanisms and system formulation, so as to make the relevant work have rules to follow. In the process of improving the public management mechanism, colleges and universities should actively use new management methods to replace the tradition and enhance the operability of the public management mechanism. At the same time, colleges and universities should establish and improve the incentive mechanism to encourage all staff to devote themselves to the initiative of work, so that the public management work can be carried out in an orderly manner. In addition, in the context of the information age, the effective integration of public management and information technology has become the general trend. In management practice, managers should flexibly use information technology to standardize the overall workflow, and use big data to monitor the behavior of managers in real time, so as to achieve the purpose of constraint and monitoring, which is of great benefit to greatly improve the effectiveness and effectiveness of the management mechanism.

The high-quality operation of public management in Colleges and universities needs the support of strict systems. According to the actual situation of colleges and universities, if public management wants to develop effectively in the direction of informatization, the first task is to build a systematic and standardized workflow. From the perspective of colleges and universities, they should effectively learn from the successful management experience of the government and introduce their own management standards, methods and procedures at the first time. Of course, reference and introduction are not blind. Colleges and universities should base on their own characteristics and needs, and plan the future direction from the perspective of development. At the same time, try to make the organizational structure of public management more systematic and complete, and it is best to form a vertical management model from top to bottom, so as to maximize the role and value of public management.

#### 2.3 Improve the comprehensive quality of managers and improve the evaluation system

The reform and innovation of public management in Colleges and universities need to rely on a strong working team. Therefore, it puts forward higher requirements for the comprehensive quality and professional ability of managers. At the same time, they should also have good information literacy and innovation ability. Only with these basic abilities can they better serve the practice of public management. In order to improve the comprehensive quality and professional ability of managers, on the one hand, it is necessary to strengthen the training, so that they can obtain more knowledge and skills conducive to the work from the training, so as to help greatly improve the quality of public management work. In addition, colleges and universities should also actively organize relevant managers to go out regularly for exchange and study, so that they can have the opportunity to contact the successful public management experience of the government and enterprises and get inspiration from it, so as to comprehensively improve their public management level and ability. On the other hand, we should give full play to the role of human resources in Colleges and universities, and strictly screen the selection and appointment of public management positions. This process should follow strict systems and standards. At the same time, we should strengthen the recruitment of innovative talents, public management talents and compound talents, and control the quality of talents from the source.

In reality, the management departments of many colleges and universities in China have problems such as unclear division of labor

and serious formalism. Based on the requirements of public management innovation, colleges and universities must establish and improve the public management rectification mechanism and evaluation system, especially the evaluation system, which is quite necessary for the effective use of public management achievements. A reasonable and scientific evaluation system can timely detect the unreasonable aspects of some management systems in Colleges and universities and urge them to make timely optimization and adjustment, so as to lay a solid foundation for improving the quality of public management in Colleges and universities. In addition, a scientific management evaluation system should be established. Management personnel are the key to the implementation of public management. It is very important to assess their comprehensive quality and require them to summarize and analyze the deficiencies and problems existing in the current work and put forward appropriate rectification plans.

### **3. Pay attention to the combination of reality and virtualization, and optimize the organizational structure**

Under the background of increasingly fierce competition, the public management of colleges and universities needs to further develop in the direction of informatization, pay attention to the construction of management informatization, through continuous practice, in order to conform to the national “double first-class” university construction concept, and make colleges and universities stand out from the fierce competition.

First, integrate the informatization public management department. The informatization public management department is the basic organizational guarantee for the implementation of public management in Colleges and universities. Colleges and universities should set up informatization public management departments with different functions according to the actual situation, such as information center, information equipment department, modern technology education center, etc. they perform their respective duties and contribute to promoting the integration of public management and information technology. In this way, when teachers and students have problems, they can directly find the corresponding departments to solve them, which can greatly improve the efficiency of solving problems, and then improve the overall quality of public management.

Secondly, build a virtual + reality organization. To build a “digital twin” of colleges and universities, in short, is to build a digital space University on the basis of the original colleges and universities, promote the deep integration of the two, and further promote the deep integration of public management and digitalization. In addition, build an “Online + offline” service hall, which is responsible for the handling of multiple businesses, such as freshmen’s admission, accommodation arrangement, class arrangement, and all-in-one card handling, and effectively implement the public management system of “responsibility to the Department”.

### **Epilogue**

To sum up, it is the top priority of the current and future management of colleges and universities to flexibly apply the new public management concept to every detail of public management in Colleges and universities and promote its fundamental reform and innovation. Colleges and universities can change the concept of public management and clarify the key points of public management; Improve the public management mechanism and formulate the public management system; Improve the comprehensive quality of management personnel, improve the evaluation system and carry out reform and innovation from multiple angles and dimensions, so as to highlight the effectiveness and advanced characteristics of public management practice in Colleges and universities, and escort its stable operation.

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