

Enhancing the Management Capability of Applied Universities from the Perspective of Public Governance

Wei Tao

Nanjing Normal University Taizhou College, Taizhou City, Jiangsu Province, 225300, China

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Abstract: This article mainly discusses the strategies to improve the management ability of application-oriented universities from the perspective of public governance. This article introduces the important position and function of application-oriented universities in social and economic development, and the application background and significance of public governance theory in university management. In view of the research status of improving the management ability of application-oriented universities, this article describes the management ability of application-oriented universities by means of empirical investigation and analysis, identifies the main problems, and deeply analyzes the causes of these problems. The research shows that the management ability of application-oriented universities can be effectively improved through specific promotion strategies such as diversification of governance subjects, innovation of governance mechanism and optimization of governance structure. Aiming at specific problems, this article puts forward targeted improvement suggestions and implementation paths, and discusses the possible obstacles and countermeasures of strategy implementation. The strategy of improving management ability put forward in this study has guiding significance for promoting the management reform of application-oriented universities. The implementation of these strategies will help to improve the efficiency and benefit of running a university and enhance its competitiveness and influence.

1. Introduction

In today's tide of social and economic development, application-oriented colleges and universities play a decisive role [1]. As an important part of the higher education system, they shoulder the heavy responsibility of cultivating high-quality applied talents, and also shoulder the mission of promoting scientific and technological innovation and serving local economic development [2]. With the continuous upgrading of industrial structure and the rapid development of technology, the demand for talents in society is increasingly diversified and specialized [3]. With its distinctive career orientation and practical teaching characteristics, applied colleges and universities have delivered a large number of talents with practical operation ability and innovative thinking for all walks of life, which strongly supported the sustained and healthy development of social economy [4].

The theory of public governance is a new management concept. It emphasizes the participation, consultation, cooperation and common governance of multiple subjects [5]. In the management of colleges and universities, the application background and significance of this theory are particularly significant. With the expansion of the scale of colleges and universities and the enhancement of autonomy in running schools, the management of colleges and universities is facing more and more complex problems and challenges [6]. The traditional single management mode has been difficult to meet the development needs of modern colleges and universities. The introduction of public governance theory provides new ideas and methods for university management [7]. It advocates that the management of colleges and universities should pay more attention to democratization, rule of law and scientificity, and encourages teachers, students, alumni, all walks of life and other diverse subjects to actively participate in the governance of colleges and universities and jointly promote the scientific development of colleges and universities.

At present, the research on improving the management ability of application-oriented universities has achieved certain results. Scholars have discussed the management ability of application-oriented universities from different angles and levels, and put forward a series of valuable opinions and suggestions [8]. However, most of these studies focus on the theoretical level, and there are relatively few discussions on the practical level. The research on the specific strategies and methods to improve the management ability of application-oriented universities is not deep enough and systematic [9]. Therefore, it is necessary to conduct a more in-depth and comprehensive study on the improvement of management ability in application-oriented universities. Through in-depth analysis of the present situation and problems of the management ability of application-oriented universities, combined with the theory of public governance, this study explores and constructs a set of management ability improvement system suitable for the characteristics of application-oriented universities.

2. Theoretical framework of applied university management from the perspective of public governance

The theory of public governance is an important branch of modern management science. Its basic concept emphasizes that in public management activities, multiple subjects can maximize public interests through consultation, cooperation and joint participation [10]. The core elements of this theory include diversification of governance subjects, democratization of governance process, legalization of governance means and publicity of governance objectives. Its main feature is that it transcends the traditional management mode, emphasizing decentralization of power, shared responsibility, interaction and cooperation, and focusing on result orientation and performance evaluation.

As a special type of higher education, the management of application-oriented colleges and universities has distinct particularity [11]. An overview of the management particularity of application-oriented colleges and universities is shown in Table 1.

Table 1 Overview of the Unique Management Characteristics of Application-Oriented Universities

Management Aspect	Unique Characteristic Manifestation
Training Objective	Emphasis on practical application skills training, aligned with industry needs
Curriculum Design	Focus on practicality and operability, integration of industry skills
Teaching Staff	Emphasis on "dual-qualified" teachers with both theoretical and practical abilities
Practical Teaching	Strengthening university-enterprise cooperation, project-driven teaching with training bases
Quality Evaluation	Evaluation system that focuses on skill assessment and employment orientation
Research Direction	Focus on applied technology research and product development
University-Enterprise Cooperation Model	Deep cooperation, joint education, resource sharing
Management System	Flexible and efficient, adapting to market changes, emphasizing effectiveness

Based on the theory of public governance, a theoretical framework of applied university management can be constructed. In terms of governance subjects, the management of application-oriented colleges and universities is no longer limited to the campus management, but should include the government, industry enterprises, alumni associations, teachers and students representatives and other multi-subjects, and participate in college governance together. In terms of governance mechanism, mechanisms of consultation and cooperation, information sharing and interest coordination should be established to ensure that all governance subjects can effectively participate in the decision-making process. In terms of governance structure, we should build an organizational structure with clear rights and responsibilities, clear division of labor and efficient operation to provide a strong institutional guarantee for university management.

Exploring the application path of public governance theory in the management of application-oriented universities, we can find that this theory provides a new perspective and method for university management. By introducing multiple governance subjects, the democratic and scientific management of colleges and universities can be enhanced; By establishing

consultation and cooperation mechanism, the efficiency and quality of decision-making can be improved; By optimizing the governance structure, the overall efficiency of university management can be improved. However, the application of public governance theory in the management of application-oriented universities also faces some challenges. For example, how to balance the interests of various governance subjects, how to ensure the transparency and fairness of the governance process, and how to evaluate the governance effect. These problems need further in-depth study and exploration, so as to continuously improve the theoretical framework and practical mode of application-oriented university management.

3. Analysis of the present situation of management ability of application-oriented universities

In order to fully understand the management ability of application-oriented universities, this article has conducted in-depth research on many application-oriented universities by means of empirical investigation. Through questionnaires, interviews and data collection, we have drawn an overall picture of the management ability of application-oriented universities. These colleges and universities have their own characteristics in management level setting, decision-making process, resource allocation and collaborative innovation, but they also expose some common problems, as shown in Table 2.

Table 2 Overview of Current Management Capability Issues in Application-Oriented Universities

Management Aspect	Distinctive Feature Manifestation	Common Issues
Management Hierarchy	Clear hierarchy with well-defined responsibilities	Excessive hierarchies in some universities, low decision-making efficiency
Decision-Making Process	Standardized process with high participation	Lack of transparency in decision-making, uneven participation
Resource Allocation	Reasonable resource allocation with a focus on results	Uneven resource distribution, insufficient investment in some areas
Collaborative Innovation	Close university-enterprise cooperation with strong innovation capability	Inadequate collaborative innovation mechanisms, insufficient depth of cooperation

In-depth analysis of the causes of these problems in Table 2, this article found that institutional obstacles are the primary factor. The management system of some colleges and universities is too rigid, lacking flexibility and adaptability, and it is difficult to adapt to the rapidly changing educational environment. Unreasonable resource allocation stems from the lack of scientific planning and management, which leads to the disconnection between resource allocation and actual demand. The lag of management concept is also a cause that cannot be ignored. Some university administrators still adhere to the traditional management concept and lack innovative thinking and forward-looking strategic vision.

In view of the problems existing in the management ability of application-oriented universities and their causes, it is particularly necessary and urgent to improve the management ability. Improving management ability can improve the efficiency and benefit of running a university, and at the same time enhance its competitiveness and influence. Therefore, we must face up to these problems and take effective measures to solve them.

4. Strategies for improving the management ability of application-oriented universities from the perspective of public governance

Based on the theory of public governance, this section puts forward the general idea and goal of improving the management ability of application-oriented universities. The general idea is as follows: With pluralistic co-governance as the core, by innovating the governance mechanism and optimizing the governance structure, we can stimulate the internal vitality of universities and enhance the interaction between universities and the external environment, so as to comprehensively improve the management ability of application-oriented universities. The goal is to build an efficient, democratic, rule of law, open and applied university management system,

which provides a strong guarantee for the sustainable development of universities.

In order to achieve this goal, this article puts forward specific promotion strategies from the aspects of diversification of governance subjects, innovation of governance mechanism and optimization of governance structure. In terms of diversification of governance subjects, we encourage the government, industrial enterprises, alumni associations, teachers and students representatives and other diverse subjects to actively participate in university governance, forming a good pattern of co-governance and sharing. In the innovation of governance mechanism, we advocate the establishment of consultation and cooperation, information sharing and interest coordination mechanisms to ensure that all governance subjects can effectively participate in the decision-making process and improve the scientific and democratic decision-making. At the same time, in the aspect of optimizing the governance structure, this article advocates building an organizational structure with clear rights and responsibilities, clear division of labor and efficient operation, which provides strong institutional support for university management.

In view of the specific problems in the management ability of application-oriented universities, this section puts forward targeted improvement suggestions and implementation paths, as shown in Table 3:

Table 3 Strategies and Implementation Paths for Improving Management Capabilities of Application-Oriented Universities

Problem Area	Improvement Strategy	Implementation Path
Single Governance Subject	Encourage participation from multiple subjects (government, industry enterprises, alumni associations, teachers and students)	Establish a co-governance and sharing platform, clarify the responsibilities and participation methods of each subject
Lack of Innovation in Governance Mechanism	Establish mechanisms for consultation, cooperation, information sharing, and interest coordination	Improve decision-making processes, ensure effective participation from multiple subjects, and enhance decision-making quality
Unclear Governance Structure	Construct an organizational structure with clear rights and responsibilities, defined divisions of labor, and efficient operation	Optimize the organizational structure, clarify the responsibilities of each department, and improve management efficiency
Non-transparent Decision-Making Process	Strengthen the openness and transparency of the decision-making process	Establish an information disclosure system for decisions, regularly publish decision content and results
Unreasonable Resource Allocation	Optimize the resource allocation mechanism to ensure effective use of resources	Implement dynamic resource allocation, flexibly adjust resource allocation based on project needs

The implementation of the strategy will face some obstacles, such as the difficulty of interest coordination and the inertia resistance of the system. Therefore, we need to take corresponding measures (strengthening communication and coordination, perfecting system design, etc.) to ensure the smooth implementation of the strategy. At the same time, this article also evaluates the implementation effect of the strategy. Through the establishment of a scientific evaluation system, the improvement of management ability is quantitatively analyzed and qualitatively evaluated, and the strategy is adjusted and optimized in time to ensure the expected implementation effect.

5. Conclusions

Based on the theory of public governance, this study deeply analyzes and discusses the management ability of application-oriented universities. Through research, the problems existing in the management ability of application-oriented universities are revealed, and the causes of these problems are deeply analyzed. On this basis, this article puts forward the general idea and goal of improving the management ability of application-oriented universities, and puts forward specific promotion strategies from the aspects of diversification of governance subjects, innovation of governance mechanism and optimization of governance structure. At the same time, aiming at the specific problems of management ability of application-oriented universities, this article puts forward targeted improvement suggestions and implementation paths. Looking back on the whole

research process, this article has achieved a series of valuable research results. These achievements enrich the management theory of applied universities and provide useful reference for the management practice of applied universities. It has certain guiding significance for promoting the management ability of application-oriented universities.

In the future, we will further improve and upgrade the management ability promotion strategy proposed in this study to make it more in line with the actual needs of application-oriented universities. At the same time, we will actively explore new methods and new paths to evaluate the management ability of application-oriented universities, and provide more scientific and effective evaluation tools for the management practice of application-oriented universities. I believe that through continuous efforts and research, we will make greater contributions to the improvement of the management ability of application-oriented universities.

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