

The integrated practice of incentive theory in higher education management

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Abstract: For higher education, there are many problems in the management of incentive theory. Higher education includes not only the management of students, but also the management of teaching staff. The incentive theory in higher education management can effectively improve the management of students, this paper mainly for the incentive theory in higher education management integration practice analysis, so as to develop a reasonable management plan.

With the continuous development of science and technology in China, higher education should train students with motivation theory and carry out corresponding integrated practice. Therefore, higher education should further strengthen the teaching content of incentive theory and manage it with incentive theory, so as to effectively improve students' comprehensive ability.

1. Specific content of incentive theory

1.1 content based incentive theory

Incentive theory advocates that the analysis of incentive reasons and factors is the material needs of incentive theory. It divides people's needs into three ways: survival, mutual relationship and development. The theory states that the fewer needs satisfied, the stronger the needs. Motivation theory. People need power, friendship and conquest, and say that those who need to know need to be able to live with themselves. The theory of two factors is extended on the basis of the above research results. Existing results are grouped into two broad categories, namely, incentives and health care. It points out that the incentive elements include the project itself, professional development, achievements, problems and so on. It is believed that motivation factors can fully mobilize the potential of learning and promote people to participate in related work independently.

1.2 behavior transformation incentive theory

Incentive is very necessary in management, because in the process of management, management should be carried out with enthusiasm and innovation, and incentive theory can better improve the

effect of management, in order to arouse the interest of higher education students, managers should try their best to meet the needs of students. In the process of management, taking students as the purpose can encourage students to develop good learning habits. Encouragement requires students' opinions to participate in learning. And the path of the incentive is various, for example, managers in the process of management, as far as possible to meet the needs of students, and to guide of higher education students, encourage theory is the most important thing is to appeal to inspire students' learning, in order to effectively promote higher education students to progress in the management process, Administrators should pay attention to informing students' opinions so that students can learn more actively. In the process of managing students, the use of incentive theory is simple and complex. In the process of practice, material incentive and spiritual incentive have not made great achievements, resulting in the failure of higher education students to meet the expected standards in management. Therefore, in order to effectively improve students' learning efficiency, managers should encourage students to actively study from different angles, so as to effectively improve students' comprehensive ability.

2. Practice of incentive theory in higher education management

2.1 care for students and solve vital problems

With the deepening of the educational reform process, the expansion of college enrollment has increased year by year, facing the national enrollment. Students come from all over the world. There are many gaps in age, experience and understanding ability. They show a state of panic and confusion about the problems encountered in learning or life, which directly affects students' determination and confidence to be positive and enterprising. However, in the campus of higher education, teachers only use partial incentive methods, so in order to improve students' learning ability, teachers should innovate different incentive methods in the process of management, such as general praise of the conference, hidden factors refer to factors that have incomplete influence on the employment of teachers and students. Including recognition of teaching and research achievements, professional degree evaluation and overseas study, this incentive system can ensure that teachers and researchers have firm beliefs, stimulate personal potential and realize professional development. Democracy has been a hot topic since ancient times. The old emperor often practiced "dictatorship". In order to improve its effectiveness, higher education management must be consistent with public opinion and continuously improve its internal cohesion. Advanced higher education must be in accordance with national standards for academic research, for example, in the process of management students, students if do some correct behavior, teachers must reward, and encourage students to continue to do some correct behavior, for the students to make the wrong behavior, have to be criticized in a timely manner, and to stop. Because of correct behavior and wrong behavior, if teachers do not give any evaluation, higher education students will go in the wrong direction. They show panic and confusion about the problems they encounter in their study or life, which is directly related to students' determination and self-confidence. Therefore, in order to effectively improve students' learning ability, teachers should encourage students in a positive way in the process of management. If students are evaluated in a negative way, then students will have resistance, leading to students unable to study seriously. Therefore, in the process of management, teachers should pay attention to the use of incentive methods, because if they do not

use incentive methods from a correct perspective, it will have a certain impact on students. Therefore, when using incentive methods, teachers must analyze the problems of students and formulate reasonable management plans, In order to effectively improve the learning ability of higher education students.

2.2 Grasp the ideological dynamics and meet different needs

Demand is the material basis to stimulate students' enthusiasm. In order to give full play to the educational role of incentive theory, we need to comprehensively grasp students' different learning needs and formulate corresponding incentive schemes. For students of higher education, life study is have their own idea, because some students in the process of study without being aware of the importance of learning, so often the entertainment in the first place, in order to improve the level of student learning, teachers in the process of management, can take advantage of the incentive theory of higher education students in management. Incentive theory is very important for higher education students, because some students do not have the ability to restrict themselves, resulting in decadence in the process of learning. Therefore, in the process of managing higher education students, we should analyze the different situations of students and enlighten each student to provide students with reasonable needs, Incentive theory is to manage for the purpose of students. Educators should communicate with students regularly and manage with students' opinions. If the needs provided by students are unreasonable, educators can improve so that students can fundamentally improve their learning level. Administrators of higher education have various forms to meet the basic needs of students. For example, when students encounter difficulties in life, they should solve them in time so that students can be encouraged in life and their learning level can be improved.

2.3 flexible use of incentives and real-time adjustment

For higher education students, in the process of management, teachers should adopt incentive mode to manage, and the incentive mode must be targeted and stimulate students' interest in learning, so as to effectively improve students' learning ability. In the process of motivating students, educators must manage with pertinence, because only pertinence can effectively improve students' learning ability. For the effective incentive mode, it is necessary to analyze students' learning situation and formulate a reasonable management plan. As there are many ways to motivate students, teachers should adopt different incentive modes in order to effectively improve the learning effect of students. Students have different learning modes, so in the process of incentive management, teachers should choose incentive methods according to students' learning modes, so as to enable students to develop good learning habits and establish good ideological and moral character.

3. Conclusion

For higher education, in the process of management, teachers should analyze the learning situation of different students, manage students with incentive theory, and formulate reasonable management plans for the purpose of students by observing the learning basis of students, so as to improve students' learning ability and effectively stimulate students' interest in learning, Therefore,

incentive theory occupies a major part in higher education. Educators should constantly study it in order to effectively improve students' comprehensive ability.

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