

The Reform of the Management Mechanism of Colleges and Universities in China Under the Influence of Public Management Concept

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Abstract: Under the influence of the concept of public administration, every field of our country is undergoing earth-shaking changes, which includes the field of education. Nowadays, the concept of public management has become the mainstream trend of higher education policy reform and management mechanism reform in our country. This paper takes the influence of public management concept as an example, probes into the influence of public management concept on the reform of university management mechanism in China, and finally puts forward the innovative path of university management mechanism reform.

1. Analysis on the Relationship between Public Management System and Higher Education Reform in Colleges and Universities

The implementation of university public management mechanism can effectively help higher education reform, based on public management attention to establish academic management mechanism, promote management mechanism innovation and optimization. In fact, it hopes to find the balance between academic administration and academic masterpiece management based on the innovation of academic management mechanism in our country, to achieve a good effect of learning from each other and to effectively promote the healthy development of academic field in colleges and universities in the future.

1.1 Summary of The Mechanism of University Public Administration

Colleges and universities themselves, as social education organizations, have the functions of serving the society, academic research, talent cultivation and so on, and are typical social academic institutions. Colleges and universities in the efficiency of running schools, operational efficiency and other aspects of supervision and coordination from the school and out of school, organizational leadership, and in the allocation of resources, capital operation and other administrative matters are also pursuing details, so it is very necessary to say that the construction of public management mechanism in colleges and universities. It should include the administrative management with all levels of administration as the main body and the academic management with the teaching experts as the main body. The two management modes can be promoted together in colleges and universities, on the one hand, to ensure the effective improvement of the operation efficiency of colleges and universities, on the other hand, to deepen the comprehensive management content of colleges and universities, to ensure that the administrative work is outstanding and the academic management work is profound, they together constitute the foundation and core of higher education, and deeply affect the overall innovation of the public management mechanism in colleges and universities.

1.2 The Relationship between Public Management Doctrine and Higher Education Reform

There is an inevitable relationship between university public administration and higher education

reform, because the current mainstream of social development is market-oriented, it has effectively changed the management mode and management mechanism of the national public sector, and it also requires the state to be able to respond to the expectations of the public more, to solve the current government's economic weakness and policy implementation is not in place. It can be seen that in recent years, all walks of life attach great importance to the failure of government functions, which successfully draws on the concept of public sector reform in many developed countries in the world, emphasizes the infiltration of neoliberal ideological content, combines the relatively mature theory of public choice to make a hypothetical analysis of human self-interest behavior, and finally constructs a positive influence value system of "small government and large market ". In fact, the theory of public administration also put forward the relevant core content, which is to ask the government to devote more energy and time to pay attention to the content of public service output and result. For example, the government can build a "accountability" management mechanism based on public administration, which is very applicable at the university level. Because it emphasizes the establishment of more than four types of public administration based on the object of response, such as managerial accountability for hiring schools, consumer accountability for the market, bureaucratic accountability for government responsibility and accountability for the academic expertise of professional teams. In the implementation of public management accountability mechanism, we should also reflect the necessity of accountability mechanism implementation based on comparable, measurable and other performance indicators, objectively and truly reflect the requirements of university education development, and eliminate the inertia and lag problems existing in the traditional evaluation index. In the aspect of college education, based on the characteristics of risk, multi-factor and slow evaluation, the immediate contradiction in management is found to ensure the validity and rationality of evaluation index construction [1].

At present, the "peer management" model based on the public management of colleges and universities has emerged, which coexists with the management form of "bureaucracy" for a long time, and optimizes the education, finance and personnel content of colleges and universities on the basis of the regulation of government science.

Table 1 Comparison of the Relationship Between "Peer Governance" and "Bureaucracy" under the Influence of Public Administration

Projects	Bureaucratic level	Peer Governance
Working relationship	Establish competitive and hierarchical management mechanism based on market orientation	Public intellectuals, Free Expression of Comments, Constructing Moral Constraints and Trust Mechanism
Management activities	Direct management around the cost center to clarify the role of the manager	Professionals, Scholars Community, Leaders
Accountability mechanisms	Establishing a bureaucratic accountability mechanism based on performance indicators and defining clear lines between managers and their managers	Establishing process accountability and professional accountability mechanisms based on peer review
Control methods	Adopting the autocratic "hard" management mode, establishing the management boundary mechanism around the manager and the manager	Using a distributed soft management approach to establish management boundaries around professional firms and democratic voting
The ultimate goal	Pursuing the maximization of economic profit efficiency and maximizing output	Seeking Truth, Inquiry and Knowledge

The research and coordination of the above two kinds of public management content in the public management doctrine are very deep, which can realize the complementarity of the management content and establish the efficiency mechanism around the flexible operation cost in the process of public service. For example, cost — efficiency mechanisms based on patents and educational vouchers improve efficiency in public administration. Then the management environment is decentralized, the feedback mechanism and accountability mechanism in the management process are constructed, the result accountability mechanism is adopted to optimize the management content and improve the management level, and finally the academic public

management model based on the basic efficiency orientation of "customer / market" is established.[2].



Figure 1 School of Public Administration

2. The Influence of Public Management Theory on Academic Management Mechanism in Colleges and Universities

The emergence of the theory of public management has had a certain impact on the academic management mechanism of colleges and universities, which has gradually penetrated into the process of academic management in colleges and universities, resulting in the interaction between the two systems of administrative management system and academic management system in colleges and universities. Strictly speaking, colleges and universities in our country have been too much emphasis on administration for a long time, and they are relatively weak in academic management, which is because administrative management has higher political status and dominant authority, for example, colleges and universities will establish a typical model of administrative leading academic management. The establishment of academic management model not only consumes a lot of manpower, material resources and financial resources, but also its management influence is not strong, so it is difficult for colleges and universities to obtain higher benefits in the short term. In this paper, the academic management mechanism of colleges and universities must be strengthened, on the basis of actively adopting the theory of public management, the impact of the theoretical mechanism on the academic management mechanism of colleges and universities is deeply analyzed.

2.1 The Comprehensive Development of Academic Management Research in Colleges and Universities in China

At present, colleges and universities are pursuing the transformation of education mode, from traditional "elite" education to "mass" education, the transformation of this kind of education mode is necessary, because it can fundamentally improve the employment rate of college students, and put forward some explorable and useful academic management models, which are not tried by traditional colleges and universities. Therefore, colleges and universities have also changed their own management mode, gradually changed from traditional closed management to open management, actively exercise academic power, replace, regulate and change the old academic management mode of colleges and universities. Strictly speaking, what colleges and universities are pursuing now is The management mode of colleagues effectively promotes the management process of higher education in colleges and universities, constructs a decentralized mechanism, pursues the continuous improvement of the quality and efficiency of talent cultivation, and forms the autonomous management system of academic aspects in colleges and universities.

2.2 Rationalization of Academic Management System in Colleges and Universities in China

China's academic management system needs a set of rationalization framework, which is based on its own development compliance content, but also hope to deeply analyze the academic management content to construct a new management model, clear new management situation. Objectively speaking, the academic management system of colleges and universities in our country

should not only construct a reasonable structure, but also explore the management content and new mechanism in combination with the national conditions, so as to continuously improve the academic management level of colleges and universities, which is an important key for colleges and universities to actively develop academic management work based on public management theory [3].



Figure 2 Public administration

3. The Reform Path of Academic Management Mechanism in Colleges and Universities under the Background of Public Management Theory

Under the background of public management theory, the construction of the reform path of academic management mechanism in colleges and universities must be diversified and multi-directional. In general, it also needs to do the following:

First, we should construct a cooperative learning community academic management model, which is based on the theory of public management. Because the university itself is a relatively complex system, in order to better achieve the goal of academic output and quality management, colleges and universities need to establish a set of well-functioning writing learning community to support the reform process of academic management mechanism in schools. Through the mutual communication and cooperation between the administrative and academic management in the writing learning community, we think about how to further build the bridge between the two sides to support the development and provide strong support for the achievement of academic management goals in colleges and universities.

Second, we should fully learn from the experience of academic administration and academic democratic management in developed countries overseas. Generally speaking, there should be three kinds of academic administrative models based on the theory of public administration. It includes the leading decision-making bodies, led by Japan, Germany and Italy, all of which are considered and approved by the primary decision-making body of the Council; the second is the integrated management model of academic administration and academic democracy, represented by the United States, which reviews the academic content and proposes specific administrative decision-making content by the head of the Council of Professors; and the third is the interaction between academic administration and academic democratic management of colleges and universities, represented by the United Kingdom, in which the professor conference is the key, and it can influence the administrative management of colleges and universities to a certain extent [4].

4. Conclusion

Based on the discussion content of the article, our country also needs to think about the effective adjustment of the administrative management mechanism according to the national conditions of our country, find the balance point in the three management modes, and effectively realize the innovation of the academic management mechanism in colleges and universities. In the future, establish a balanced and coordinated public management system to promote the healthy development of colleges and universities.

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