

Analysis on the Incentive Mode of Human Resource Management in Colleges and Universities under the Information Technology

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Abstract: Based on the brief introduction of the importance of information technology, the concept and significance of human resource incentive mode in colleges and universities, this paper probes into the current informatization situation and main problems of human resource incentive mode in colleges and universities, and thinks about the relevant countermeasures from concept understanding, action implementation and vector construction, so as to improve academic level and scientific research competitiveness of colleges and universities.

Keywords: Information technology; Colleges and universities; Human resources; Incentive mode

1. Introduction

At present, information technology has been deeply into any industry in the society. Without information technology, many industries cannot even run normally. Talents are the primary productive forces of social development, and colleges and universities are important reserves of talents. Therefore, in the information society, how to use information technology to motivate talents by human resource management departments of colleges and universities is particularly important. At present, China advocates people-oriented and talents strategy, and we should not only absorb the successful experience of other excellent countries and human resources departments of enterprises, but also explore how to apply information technology to the use of human resources, and develop a talent incentive model suitable for the information society, so as to make talents better promote the development of society, economy and culture, and improve the comprehensive strength of universities, even the whole society and the country.

2. The Informatization Concept and Significance of Human Resource Incentive Mode in Colleges and Universities

2.1. The informatization concept of human resource incentive mode in colleges and universities

Talent motivation refers to the creation of an environment that can meet the needs of employees, stimulate their work enthusiasm and generate corresponding specific behaviors. Colleges and universities motivate, en-

courage, restrain and naturalize employees by rewarding or punishing them. The informatization of human resource incentive mode refers to the combination of advanced information technology and traditional human resource incentive concept and mode, and through this kind of information technology, a more optimal allocation of existing human resources can be achieved. On another level, the informatization of human resource incentive mode is more of a human resource management thought and mode that can only be realized by relying on existing information technology and concept. Through the combination of information technology and human resource incentive mode, it can play a role in developing the potential of college employees, improving their loyalty and performance.

2.2. The informatization significance of human resource incentive mode in colleges and universities

Colleges and universities are important departments in China, which reserve countless talents and play a key role in social development. School is a collection of staff. Only when the quality and level of teachers are improved, can colleges and universities really develop. Therefore, the implementation of human resource incentive informatization in colleges and universities can enhance the development and competitiveness of various disciplines, and improve the position of the school in national and even international competition. The establishment of scientific incentive mode and the use of various incentive means can stabilize the morale of teachers and employees in school, let them give full play to their potential, create more value, and improve the teaching quality and scien-

tific research level. At the same time, it can attract outstanding talents outside the school and enhance the soft power of school. However, at present, many colleges and universities have the problem of unreasonable incentive mode. Many teachers work hard and devote themselves to scientific research, but they don't get what they deserve. As a result, they gradually lose their enthusiasm for work, muddle through life, and the work efficiency is not high and they waste national resources. It can be seen that the construction of information-based talent incentive model in colleges and universities is already imminent.

3. The Status Analysis of Informatization of Human Resource Incentive Mode in Colleges and Universities

Although some achievements have been made in the informatization of human resource incentive mode in colleges and universities, it is still in the primary stage of development and has many problems.

3.1. Informatization achievement of human resource incentive mode in colleges and universities

3.1.1. Promote the standardization and legalization of incentive system

With the rapid development of the network society, all kinds of information are pouring in, and the western management ideas and incentive system are gradually familiar to the Chinese people. Under the impact of information, human resource management departments of universities in China need to continuously innovate in system, accept more diversified social forces, and at the same time introduce corresponding regulations to clarify the rights and obligations of all parties, so as to ensure the smooth implementation of incentive mode.

At the same time, the development of the network makes staff in colleges and universities have more information channels, and they can better participate in the construction of colleges and universities, put forward feedback and get response more timely. Staffs in university have more right to evaluate and select. In addition to better communication and improved work efficiency, staffs can also have more right to correct errors, conduct self-restraint and protect the legitimate rights and interests of themselves.

3.1.2. Learn from the experience of excellent enterprises for their own use

Information technology and talent incentive system have been widely used in enterprises. The combination of the two affects the thinking and behavior of enterprise management and every employee, promotes the enterprise to improve work efficiency and core competitiveness effectively, and also promotes the balanced allocation of re-

sources. The incentive mode can maximize the resources by understanding the needs of employees, formulating corresponding incentive measures and generating the behavioral motivation of employees. Everybody's need is different. Human resource departments of colleges and universities can explore their personalized needs and take targeted measures after meeting the common needs of employees. There are difference between universities and enterprises. The purpose of enterprises is to maximize economic benefits. Therefore, they will try to squeeze out the existing and potential value of talents and make talents work continuously in the posts they are good at, and talents will lose the potential development space. But colleges and universities are different from enterprises. It is more important for teachers and other staffs to keep innovating and create more than just mechanical work to meet the needs of self-realization. Therefore, colleges and universities can learn from the successful experience of enterprises, but do not copy. Colleges and universities should carry out some reform according to their own system, and create their own human resource incentive mode.

3.1.3. Attach importance to excellent talents and update management concepts

In the current information society, intelligence and knowledge capital have already become more important production factors and core capabilities, while the importance of the original industry and financial capital has been greatly reduced. The core of national competitiveness comes from highly educated talents, and a large proportion of talents are concentrated in universities. Therefore, the construction of rational talent incentive mode in colleges and universities is helpful to cultivate more and better talents, improve the rate of return of talents, and broaden the appreciation space of talents. With the popularization of information technology, a large part of human resource management in colleges and universities is completed by network and machine. Therefore, human resource managers need to update their management concepts, apply modern technology properly, and leave some repetitive and stable work to the computer. For example, online learning and welfare programs can also be made by machines, while corresponding talent incentive systems can be developed based on information technology. This can not only optimize the allocation of resources, but also improve work efficiency.

3.2. Main problems in the informatization of human resource incentive mode in colleges and universities

3.2.1. Insufficient understanding of human resource incentive informatization and imperfect facilities

There is a common problem that human resource incentive is not paid enough attention to in Chinese colleges and universities. Many colleges and universities only pay

attention to the use of talents, but ignore the management and incentive of talents, fail to realize the importance of human resource incentive informatization, and even produce some improper behaviors. Many human resource management personnel only apply the information technology in the operational and administrative stage, without real application and comprehensive supporting reform. Many colleges and universities have not even established the most basic database, but try to do it in one-step, and choose the so-called perfect software. The inadequate understanding has also resulted in the imperfection of infrastructure. If colleges and universities want to realize the informatization of human resource incentive system, they must have a smooth network, a standardized process and a solid management foundation. However, it is obvious that few universities in China can meet these three requirements at the same time.

3.2.2. Unreasonable incentive system and performance evaluation

There is a lack of reasonable means for the talents incentive mode in Colleges and universities in China, and the welfare of teachers' original housing has not been improved scientifically in the process of gradual marketization. Many teachers' salaries are not in line with local price of commodities. Many colleges and universities implement the system of rank salary, but its structure is not reasonable, and it is difficult to mobilize the enthusiasm of teachers and other staff. The promotion of positions can bring many benefits to employees. However, influenced by the traditional culture of China, relatives and nepotism play an excessive role in the promotion, and the promotion system is not reasonable. The indicators of the performance evaluation system are also vague, the judgment is subjective and lack of transparency. The examinees lack the right to know and participate. Therefore, information technology should be used more in talent motivation in colleges and universities. By constructing a reasonable index system, calculate and measure the contribution of employees, and then judge them whether to be promoted or not, so it can play a better role in motivating employees to work actively. Performance evaluation indicator system should adopt information technology, provide clear and transparent evaluation indicator system, and conduct performance evaluation more fairly.

4. Countermeasures of Informatization Construction of Human Resource Incentive Mode in Colleges and Universities

4.1. Follow the basic principles

Concept is the reference and basis of action. Only by following the basic principles and constructing the concept with scientific cognition, can we better promote the establishment of human resource incentive mode. Firstly,

attach great importance to principle, and senior decision makers must conceptually identify and apply in their actions. The establishment of human resource incentive mode not only needs to use various high and new technologies, but also needs to coordinate various positions. Only by paying enough attention and working together can management succeed in establishing this incentive system. Secondly, it should be conducted step by step, do not finish it in one step, and colleges and universities should be based on the actual situation of school, design the overall structure first, and then conduct it from abstract to specific gradually, from concise to detailed, on the basis of gradually getting the best model, apply it as an entity. Thirdly, follow scientific and practical principle, colleges and universities should apply advanced network technology, such as network equipment, software system, but it should not just pursue advancement, and the appropriate is the best. Finally, the principle of security and confidentiality should be followed. Colleges and universities are special institutions, and their research results and talent information need to be kept secret to a certain extent. Information sharing is limited. Therefore, colleges and universities should make use of information technology to make classified and confidential treatment of the data, set up relevant permissions, and preserve them more scientifically.

4.2. Implement corresponding actions

After following the relevant principles and having the scientific concept cognition, only when it is put into action can the establishment of human resource incentive mode in colleges and universities be truly realized. First, we need to set up a basic data platform, based on the human resources portal of internal campus network, a basic data platform is formed to provide a channel for teachers and other staff to obtain information, so that information can be more open and transparent, gaining the trust from internal employees. Secondly, we need to achieve the informatization of internal human resources management in colleges and universities, establish an information system covering the whole process from recruitment to retirement, including recruitment, taking work, training, performance appraisal, wage level, archives, title, insurance, retirement and other all-round service, in order to improve the efficiency of human resources department, and enhance the transparency of this part of work, and it is more conducive to management. Thirdly, in order to realize the modernization and standardization of incentive mode, a system with individual development ability as the clue should be established by relying on scientific performance evaluation system, supplemented by corresponding reward and punishment measures, so as to realize scientific human resource incentive mode and improve the creativity and work enthusiasm of staffs in university. Finally, the talent incentive mode in colleges and

universities needs to be integrated with other systems, so as to provide timely, accurate and comprehensive information support, and realize the successful transformation of talent incentive mode in colleges and universities from traditional mode to information-based mode.

4.3. Establish the basic carrier

In order to implement the talent incentive mode in colleges and universities to the level of action and equipment, it is necessary to establish the relevant campus network and data system, so as to ensure the success of the talent incentive information mode. The campus network covers all levels of the school, from management, teaching to decision-making. It can provide the human resources department with some necessary information about the teachers and other staffs. Through the campus network, human resources department can communicate and share information with other departments of the university in advance, so as to better play the role of human resources department and its incentive mode. The database can contain personnel, teaching and achievement information, etc., and the collection and management of the basic information can effectively help the human resources department to manage the staffs, judge the performance, and take corresponding reward and punishment measures.

5. Conclusions

With the reform of higher education and the development of information society, universities will be eliminated if they do not seek better development. Therefore, only from the level of talents, through the information construction of incentive mode, activate the vitality of human resources in colleges and universities, promote their creativity and enthusiasm in work, and promote the reform of colleges and universities better.

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