

A Discussion about the Cultural Incentive Mechanism in University Library Management System

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Abstract: University library is a center to store document and materials and an access to information of books. It is also an important force to support the schooling and scientific research. The management efficiency and level of the university library will affect the goals and competitiveness of college education. Human resources---the more active factors in the college library management work---is one of the factors with strong initiative. The construction of a sound incentive mechanism will be directly related to the initiative of the staff, so that the staff can play a creative role. With the promotion of Internet technology, intelligent terminal equipment has also been widely used. Digitalized and intelligent libraries have developed in the mainstream direction, and college library management work is facing more challenges. The structure of the library has been optimized, the management concept has also been changed, the management system has been innovated, and the quality of management personnel has also been improved. This paper explores the management system of university libraries and proposes improvement strategies for the current situation of cultural incentive mechanisms.

Keywords: University libraries; Management system; Cultural incentive mechanism

1. Introduction

University libraries are the source of power for university scientific research, which is a platform for teachers and students to consult document and materials letting teachers and students enjoy borrowing and reference so as to deliver more fresh nutrients to the outside world. Human resources are a very active and active element in library management, which can make library management work have better talent support, so as to achieve better innovation in library management work. At the same time, it is the most variable factor in management work, and the subjectivity of management personnel will affect the work. Therefore, we must continue to perfect the cultural incentive mechanism. The comprehensive quality of managers can be better improved, which is often taken the classification of incentive mechanisms as the starting point. By analyzing the current situation of the library management system, the incentive mechanism of the library is continuously improved.

2. The Development Status of the Incentive Mechanism of the Library Management System of Colleges and Universities

At present, the management of China's university libraries is facing the problem of talent shortage. With relatively low staff literacy, it has achieved initial results after continuous efforts, but there are still some problems

that have not been solved. Without the formation of a more systematic and standardized incentive mechanism, it is impossible to fully mobilize the work enthusiasm and initiative of management personnel. The effect of educating people is not highlighted and only stays at the primary stage.

2.1. There is no hierarchy in the incentive mechanism

College library administrator are the main body. With different subjective needs and relatively obvious personality performance, they are tending to be affected by different manage measures, which should constantly be adjusted. Therefore, university library administrators should combine their specific differences and adopt a variety of incentive mechanisms to achieve management effectiveness. At present, many colleges and universities in China often have a cross-the-board talent incentive status quo, which neither meet development needs of employees and their self-worth. Nor in-depth study of the differences of employees do so. Many policies go with the stream blindly without targeting and effective incentive means, which cannot meet the needs of employees. The development of the incentive model often hits the enthusiasm of the management staff, affects the initiative of students, and makes the management work face a more negative situation, so the library should constantly change the incentive mechanism, continuously strengthen the development concept, to establish a people-oriented

development concept and attach importance to the differences of employees, and thus build a more targeted hierarchical incentive mechanism.

2.2. There is a serious imbalance between material and spiritual incentives

In the library management system, material incentives and spiritual incentives are interdependent and mutual influence symbiotic development. The talent incentive mechanism in the library management of colleges and universities must adhere to the concept of material and spiritual joint motivation and development. Material and spiritual are often contradictory. It is difficult to grasp the balance between them. Material is the basic basis for supporting the survival and development of libraries, and can also better promote the development of libraries and make libraries progress. Most colleges and universities are more accustomed to building incentive mechanisms on material incentives. After employees get the satisfaction of material needs, there will often be more high-level spiritual needs, that's to achieve personality development and self-mechanism. After the spiritual incentive mechanism has been satisfied, material incentives will not be able to meet the diversified needs of employees. Compared with the limitations of material and spiritual incentives, unstable and inconsistent incentive effect thereby increase the management costs of the library. The marginal effect will become a negative effect. Colleges and universities should continue to extend the spiritual incentive method, thus meeting the development needs of library human resource management.

3. The Role of the University Library Management System in Establishing a Cultural Incentive Mechanism

College libraries have a more prominent cultural incentive mechanism. Cultural incentives are imperceptible. It is necessary to establish a sound incentive mechanism to standardize the behavior of employees, fully mobilize their enthusiasm, carry out specific work in accordance with the standardized system of the library, and give library staff more motivation. We should constantly improve the rules and regulations of the library and let the institutional internalization role of the library play a role, so that the personal goals of library staff and library goals can be more consistent. We should optimize the organization and cultivate the behavior habits of employees, and guide the university library to carry out various businesses. Therefore, a reasonable and effective cultural incentive mechanism can optimize and improve the library management system and give it full play. Meanwhile, the management work can be carried out more efficiently.

Cultural incentive mechanism is a very important content in the management of university libraries, which can bet-

ter update and improve the management system of libraries, but there are often some deficiencies in the specific work of libraries. In the modernization and development of the library, there have been more advanced technologies. After the staff has a stronger sense of self, there will be a lack of a more perfect system, resulting in the work being passive and unable to solve the problem in time, forming a more vicious circle. The management system often has many limitations. Once the concept is deviated, it will lead to a non-innovative management concept in university library. At present, the spirit of innovation can promote the development of society and build an innovative society. We should not only rely on the management system, but also fully consider the complexity and perfection of the library's human resource management, so that the role of cultural incentives can be fully utilized and a better working atmosphere can be created.

4. The Principles for the Construction of Incentive Mechanisms in University Library Management System

4.1. Systematic principles

If universities want to build a library culture incentive mechanism, they must follow the principle of systematization and meet the characteristics of university libraries, so as to optimize the internal management of libraries. Achieving institutional management and cultural incentive coordination can play a functional effect and reasonably reduce energy consumption to a minimum. Synergy theory is an emerging discipline that is based on mutation theory and systems theory, and can integrate dynamic and statistical methods to build more scientific mathematical models through comprehensive analysis from the microscopic point of view to the macroscopic perspective and from disorder to orderly change. Within the same system, the library management system can coordinate and cooperate with organizations and internal personnel, becoming a common goal of efforts and achieving synergistic effects. The contradictions and conflicts of various subsystems within the system increase the internal friction of the system, and under the supporting system, the cultural incentive mechanism is indispensable, and the synergy can give it a full play.

4.2. The principle of humanization

The management system of the library is a people-oriented system, which must conform to the characteristics of humanization in order to stimulate the ideological progress of employees. The management system can ensure that the work is carried out in an orderly manner, and employees who violate the management system should be punished to avoid improper behavior of employees and create a better environment for employees. In the process of providing diversified services, libraries

should meet the individual needs of employees. At the same time, the administrator should ensure the content of the system, so as to better adapt to changes in the environment, improve the cohesion of the team, so that the management of university libraries can be carried out more efficiently. Without the support of institutional culture, the team atmosphere will be boring and the vitality of the work will be lost. University libraries should integrate institutional management and cultural incentives, break the institutional content of constraints, and ensure there is a benign balance and a better cultural environment for library management.

5. The Way to Achieve the Cultural Incentive Mechanism under the University Library Management System

5.1. Rely on the system to build a cultural incentive mechanism

Building cultural incentives is the current key work of university libraries, which can support the smooth development of university libraries, so as to meet the diversified needs of library staff and readers. The cultural incentive mechanism can continuously motivate library staff, improve the work quality of employees, so that they can constantly improve themselves. The key factor affecting the incentive effect of library staff is the performance level of libraries. The library's previous remuneration system often led to a relatively low incentive effect for employees, and the work process was often perfunctory, which greatly affected the quality of library services. Designing a cultural incentive system under the management system mechanism can enable the internal motivation of librarians to be carried out efficiently. Incentive measures can be more diversified. Material incentives and emotional incentives can be organically integrated, and soft culture and hard culture can be merged to give full play to the significance of cultural incentive mechanisms.

5.2. Establish a people-oriented management concept

The system management of libraries should always adhere to the people-oriented, which is also the basic premise of library management. Only by constantly improving the content of the incentive system and establishing the concept of humanistic care can we provide more high-quality services to teachers and students in colleges and universities, thereby improving the efficiency of library management. The institutional culture of libraries includes core values that can guide work to be standardized. The construction of institutional culture requires a harmonious and united cultural atmosphere to mobilize the enthusiasm of staff. According to the characteristics and requirements of librarians, they are constantly encouraged to be more conscious and proactive in main-

taining the content of the system and implementing their work in practical work. Library staff should also fully interpret the psychological needs of teachers and students, take the needs of readers as the starting point, and promote the development of university libraries.

5.3. Optimize the supporting working mechanism

University libraries should set up a sound target incentive mechanism, insist on refining the goals into multiple small goals, gradually achieve the goals, and mobilize the enthusiasm of employees. We should continuously optimize the appraisal mechanism and performance appraisal system, adjust the salary and promotion mechanism, optimize the allocation of human resources, tap the deep potential of human resources, and mobilize the enthusiasm of personnel. We need to implement a regular rotation system, carry out regular training, organize employees to participate in learning and professional course training, and implement incentive effects so that staff can realize their own needs. An open competition mechanism can be established to promote the circulation of posts, so that staff can mobilize their enthusiasm in a competitive environment and rationally allocate resources. A fair cultural environment can be created to synchronously develop system construction and cultural construction, realize symmetrical information, so that the assessment results can be made publicly, so that the assessment process can be just. Let the cultural incentive effect be in a fair environment, have a more lasting and stable internal motivation, and thus form a virtuous circle.

6. Conclusion

In order to deepen the reform process of the management of university libraries, it is necessary for staff to continuously improve their own management work, do a good job of active response, and correctly handle the synergy effect of the management system and cultural incentive mechanism. The actual situation of the cultural incentive mechanism for library management work is constantly improved, and it is necessary to carry out scientific supporting management system, and do a good job in improving the cultural incentive mechanism, give college libraries a stronger motivation for innovation, and continuously improve the initiative and effectiveness of college management, so that college libraries can meet the diversified needs of college students and teachers. We should take a correct view on the cultural incentive mechanism, create a higher collaborative cultural environment, promote the library staff to have a harmonious and unified goal, and continuously promote the stable development of the library.

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