# Research on the Community Management Model of "Three Social Associations" from the Perspective of Institutional Theory

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**Abstract:** As a basic place for the social activities of the people, the community's rational choice of governance model has an important impact on people's lives. This paper analyzes the community governance model based on the perspective of institutional theory. Firstly, it expounds the specific connotation of the socialist governance model of the three social associations. Secondly, it discusses the application significance of the linkage model of the three communities under the institutional theory system. Finally, the key analysis is in the community governance. The realization path of the social linkage mode.

## 1. Introduction

"Three Social Linkages" has been widely mentioned and applied as a new model in community governance, and its institutional and theoretical advancement has made it the first choice in community governance at this stage. With the acceleration of urbanization in China, the importance of community management has become increasingly prominent. In the new historical stage, how to improve the efficiency and scientificity of community governance has become a hot topic of concern.

### 1.1. The Concrete Connotation of the "Three Social Associations" Community Governance Model

The three social associations in the three social associations specifically refer to communities, social organizations and social workers, and are a community governance work practice involving multiple parties.In the specific work, the realization of the linkage mode of the three communities requires coordination and cooperation between the community, social organizations and social workers. The role played by the three in community governance is as follows: the community is the main body and work object of community governance work, in the linkage mode Play the role of the basic platform. Social organizations, due to their strong financial strength, are mainly responsible for the provision of related services and the organization and planning of activities in community service. Social workers play a fundamental role[1]. Responsible for the service and liaison of the entire system. In the practice of community governance, the implementation of the three-social linkage model is conducive to the interaction between government and enterprises and community, and thus improve the efficiency of community governance.

## 2. The Meaning of "Three Social Associations" Community Governance From the Perspective of Institutional Theory

### 2.1. Improving the Shortcomings of the Existing Management Model

The existing community management model is mainly undertaken by the community committee. Due to the development and progress of the social economy, people have more and more service requirements for the community, which brings a lot of inconvenience to the actual work of the community, which in turn affects the level of community service. Upgrade. From the perspective of institutional theory, the application of the "three social linkage" model has effectively improved the status quo problem, making the development of community work more flexible and convenient. In

the specific work, through the coordination and cooperation between social workers and social organizations, the efficiency level of community workers has been effectively improved, thus providing better community services for the broad masses of the people.

## 2.2. Promoting the Modernization of Community Governance

The modernization of community governance work is closely related to the specific work model. Based on the perspective of institutional theory, managers can achieve the modernization of community governance by strengthening the application of the three-social linkage model and formulating a scientific and rational system to promote the concrete implementation of the work model. Especially for community activities, relevant personnel can introduce the design and arrangement of social organizations to participate in specific work, so as to improve the quality of community activities. At the same time, the participation of social workers in related activities has also significantly enhanced the activity of community work. In the community work, due to the application of the three-social linkage model, its governance model and management method are more intelligent and modernized.

## 3. The Realization Path of the "Three Cooperatives" Community Governance Model Based on Institutional Theory

### 3.1. Strengthening the Top-Level Design Work of the System

In the new era, the three-social linkage model as an effective method and innovation path for community governance is a concrete manifestation of the government's release of management rights. In this process, government departments play a greater role and value, requiring the government to purchase certain products and services. In order to ensure the effective implementation of the three-social linkage model. In the specific work, the relevant department's innovation system is needed to provide the necessary conditions for the modernization reform of community governance.

First of all, in order to ensure the improvement and development of the community management system, managers need to strengthen the top-level design and planning. At present, for the social cooperative work of most communities, the grassroots governance and community service models are constrained by the system. With restrictions, the meaning and value of social workers and social organizations are not fully reflected. In this process, the service function of social organizations still relies on the local government, and the independent status in the community has not been reflected, which seriously affects the specific implementation of the socialist governance model of the three social associations. Therefore, it is necessary to design the top level of the system and the social organization. Rational division of responsibilities with the government to promote the orderly development of community governance[2].

Secondly, the community management three social association model should be given to support and encourage the policy, and the effective application of the system to strengthen the application effect of the top-level design to ensure the maximum effect of community governance. In this process, government departments should focus on transforming functions and increasing the institutional guarantee for the organization of community activities, so as to promote the vitality and creativity of the participants. In order to ensure the correctness of the direction of community governance work, in the practice work, the application based on the institutional system should adhere to the organic combination of party leadership and party building content in community governance, and improve the level of community governance work.

Finally, the three-social linkage model should be carried out under a sound system of community autonomy and access management. In actual work, participants in community governance affairs should clarify the list of issues, determine the organizational framework, and regulate the rights and obligations of all parties. Promote the top-level design work of the system in an orderly manner, and create a favorable institutional environment for the development of a new model of community-based community governance. At the same time, in practice, the work account should be

streamlined, the flat system management system and operational mechanism should be constructed, and the property of community autonomy should be returned.

## 3.2. Playing the Role and Value of the Platform

The effective implementation of the Sanshe linkage model in community governance needs to give full play to the role and value of the modern management platform. The community service platform with computer information management technology as the main form can significantly improve the service quality and work level of the community, and provide convenient conditions for social organizations and social workers to participate in community autonomy. Relevant personnel can optimize and arrange community work through intelligent management platform to ensure the optimization and allocation of community public resources, so as to promote the effective implementation of the three-social linkage model in community governance and maximize the use of management resources. .At the same time, based on the perspective of institutional theory, the analysis of community governance should focus on the advantages and values of community participants, and promote the high-quality development of community work, and provide effective protection for the effective function of community.

Community-based platforms and modern management platforms can work together to promote the efficiency of community governance in community governance, which is of great significance and value for strengthening community autonomy and improving community and human environment. In practice, relevant departments should promote the construction of community integrated service facilities to maximize the use of social resources and improve community service levels. At the same time, in order to play the role and value of the modern management platform, the government should purchase technical services from social organizations, promote the upgrading and transformation of the existing management model, and promote the implementation of the three-social linkage model in community governance.

## 3.3. Development of Multi-Party Linkage Mechanism in the Community

Social organizations, social workers, and community members together constitute the main body of community diversification. Therefore, mutual coordination and active cooperation among the various entities are required, and the effect of community governance is maximized through the linkage mechanism of the three communities. In practice, the main body of community governance needs to clarify its own responsibilities and positioning, make full use of existing resources, and improve community management. At the same time, due to the imbalance between management technology and management capabilities, Personnel should take necessary measures to promote the effective flow of management technology, continuously improve their community governance capabilities through training and learning, ensure the rational distribution of resources, talents and technology, and create basic conditions for the orderly development of community work.

In addition, the application of the Sanshe linkage model should focus on timeliness, and community work is an important event that benefits the people's livelihood and affects the people's interests. In the specific work link, relevant staff should pay more attention to it, pay attention to the application of advanced technologies and methods, ensure the formation of coordination mechanisms between social organizations, social workers and community members, and avoid the interaction between the three, and affect the development of community governance. .In community activities, the staff should improve the living standards of the community members as the starting point and the foothold of the organization work, and ensure the scientific and effective development of the joint mode of the three communities. At the same time, in the community governance should be parallel to theory and practice, adhere to the implementation of various management systems and theories into the work practice, and through the reasonable safeguard mechanism to promote the effective implementation of various policies, provide a basis for the modern development of community governance work condition.

Social workers, social organizations and community members, as the main responsible persons of community governance, should organize and interface related work, and formulate a reasonable work plan to improve people's livelihood issues and promote the effective development of

community work.At the same time, in order to realize the advantages and characteristics of different subjects, the responsibilities and obligations of the three parties should be scientifically and reasonably clarified in the community management system and system, so as to avoid problems of mutual refusal and unclear rights and responsibilities.In the community management work, social organizations and social workers should be good at learning from the mature domestic community management experience, and adjust and improve the relevant management systems and theories according to the characteristics of the local community environment, so as to ensure that the program strategy is targeted and effective. Sexuality, improve the level of community governance work[3].

In specific community governance work, in order to invigorate the community atmosphere and enhance the mental outlook of community members, relevant staff should focus on the use of diverse community activities, such as holding health talks, and popularizing health care knowledge in the activities to enhance the community. People's health awareness. In addition, cultural propaganda work based on the entire community can be carried out, and multimedia and computer forms can be used for cultural and recreational projects. At the same time, Weibo and WeChat can be used to promote and promote related work in the form of media. The cultural atmosphere of the community enhances the cultural level of the community. In short, in the community governance work, social workers, social organizations and community members need to participate in order to ensure the best governance effect.

## 4. Conclusion

In summary, in the community governance work, by strengthening the top-level design work of the institutional system, giving play to the role and value of the basic platform and the multi-party linkage mechanism between the development communities, it is conducive to the concrete implementation of the "three-social linkage" model. It can promote the shortcomings of the community management model and promote the modernization of community governance. The implementation of relevant institutional theories can also strengthen the management level and improve the quality of community services.

## References

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