

Research on University Cultural Management Mechanism based on System Dynamics

Yulei Liu¹, Quanchen Dai²

¹ Nanjing University of Aeronautics and Astronautics, Nanjing, Jiangsu, 210016

² School of Economics and Management, Nanjing University of Aeronautics and Astronautics, Nanjing, Jiangsu, 210016, China

Keywords: University Cultural, Management Mechanism, System Dynamics

Abstract: The practice of academic development proves that management modernization is the basic symbol of building a world-class university. Therefore, choosing a modern management model that is consistent with China's national conditions and the characteristics of colleges and universities is the only way to create a world-class university in China. The university cultural management mode is a new management mode that adapts to the requirements of "knowledge society" and "cultural age" and integrates and transcends traditional school management mode. This model fully considers the relationship between human cultural nature and organizational behavior, and attaches importance to university commonality. The cultivation of values, through the shaping of shared values, and constantly cultivating the university's cultural, learning, and innovative capabilities, will enable the university to gain a lasting competitive advantage.

1. Introduction

Culture is created by people's long-term efforts and is a social heritage; culture includes not only beliefs, values, customs, knowledge, but also objects and apparatus; culture is a guide for people's actions, providing people with answers to problems; Culture is not born to know, but learned the same day; values are the core of culture, and different cultures can be distinguished according to different values. Cultural management is a kind of "people-oriented" management model. Its essence is people-oriented, aiming at the all-round development of people. Through the cultivation of common values, it creates a healthy and harmonious cultural atmosphere within the system, so that the physical and mental integration of all members can be integrated. In the system, passive management is self-constrained, maximizing personal value while maximizing social value. Cultural management regards the organization as a living organism and a "human organization." From the perspective of human nature, the organization regards employees as "conceptual people" who are flesh and blood and have self-realization value, rather than "economic people" and "Social people", based on the assumption of "economic man" and "social person" humanity assumptions, is the management of materialism. The fundamental purpose of mobilizing people's enthusiasm, initiative and creativity is to create more wealth and profits. Just a tool to accomplish this. People-oriented cultural management emphasizes the dominant position of organizational members in school management, emphasizes respect for human values, perfects the character and quality of each employee, inspires each employee's innovation and initiative, and pursues the full freedom of human beings. Develop for ultimate management purposes.

2. The Elements of Cultural Management in Colleges and Universities

Combining the research results of cultural management by scholars at home and abroad, this paper believes that the university culture management model is composed of members who share common values, organizational culture, members with common vision, management strategy, flexible structure of learning organization, and people-oriented system. A complete management system that interacts with each other. The elements in the management system should have the common characteristics, that is, (1) presuppose the "human-centered" and "ideal people"

assumptions of cultural management; (2) solve the comprehensive development and organizational development of the university. The main contradictory means of cultural management; (3) all rely on, cultivate or enhance cultural competitiveness and promote the competitive advantage of organizational culture.

Organizational culture is generally seen as a common value that governs the cognitive and emotional aspects of members of an organization, and the ways in which these values are formed and expressed. Cultural management believes that human behavior is influenced by its ideas. Individual behavior is influenced by its values, and human behavior depends on the shared values of the vast majority of members. Values largely determine people's ideals and goals. Different values lead to different goals and pursuits. Values are the core of organizational culture. Therefore, the key to implementing cultural management is to cultivate common values of employees. The process of cultivating common values is a process in which managers discover and tap into the values that are conducive to organizational development and are accepted and internalized by various employees through various forms. The main role of the common values is to promote the consensus of the goals and the consistency of the actions of the members, and to combine the goals of the employees with the goals of the organization, thus stimulating the internal enthusiasm of the employees. Common values can form a cultural atmosphere and have inherent normative constraints on people; the common values within the organization constitute the psychological atmosphere and cultural atmosphere of the organization, affecting the dynamics of the organization's employees at any time and any place. Common values are the cornerstone of organizational cohesion and the key to fostering centripetal force and identity. Only when common values are formed can all employees have a consistent sense of identity with the organization and form a strong cohesive force.

Managers play an important leading and demonstrating role in shaping the common values. Therefore, the university administrators, that is, the middle-level managers are the main components of the personnel. The university president is the most important factor in shaping the common values. The history of university development shows that the university president is the leader of the university's forward navigation, the most important person in the university organization, the core of the university, and plays an irreplaceable role. The establishment of the concept of cultural management of university presidents plays the most crucial role in promoting the shaping and implementation of common values. The first condition for the implementation of cultural management is that university presidents must adhere to the principle of "people-centered" in the implementation of various strategic decisions. The value of the university, the philosophy of the university and the unique values.

The organizational structure is the basis of the organizational significance and organizational mechanism of the university. It is the form of the organization of the university, that is, the effective arrangement and combination of the university's goals, synergies, personnel, positions, mutual relations, information and other organizational elements. The organizational structure serves the implementation of strategic objectives. Different strategies require different organizational structures to correspond to them. The organizational structure must be coordinated with the strategy. The nature of the university and the characteristics of cultural management determine the learning organization. The flat, mesh and flexible structure is an organizational structure suitable for the university culture management model.

3. System dynamics research methods and model construction

This thesis studies through two methods: theoretical research and empirical research. Through reading a large number of literatures, theoretical research on energy-saving awareness, identifying the main factors affecting the awareness of energy-saving management, and using quantitative research, qualitative analysis based on qualitative research. Factor analysis, validity analysis, sensitivity analysis and principal component regression analysis were performed on the model. Based on the Vensim software platform, this paper establishes a system flow graph based on the detailed analysis of energy conservation awareness in colleges and universities. The model has three subsystems, namely energy-saving education input subsystem, energy-saving awareness subsystem,

energy-saving behavior subsystem, which presents the internal mechanism of energy-saving management awareness of colleges and universities, and more clearly shows the factors affecting the energy-saving management awareness of colleges and universities. Management between.

In the new economic context, if universities are to continue to develop, they must strengthen the overall ability of the university and improve the overall quality of the members of the organization. The university must become an organization that enables all levels of personnel to be fully engaged and capable of continuous learning. The learning organization is an organization that can be continuously developed by cultivating the learning atmosphere that permeates the entire organization and giving full play to the creative thinking ability of employees. Therefore, the construction of learning organizations is an important way to cultivate learning.

The important role of leaders in a learning organization is to enable members of the organization to continuously improve the understanding of the system's work, clarify their personal vision, integrate their personal vision and shared vision, and improve the common mental model. Leaders in learning organizations are designers, servants, and teachers. Therefore, it is required to first change the leadership style to establish a correct management philosophy. The designer's work includes designing the organization's policies, strategies, and systems, and the various components of the integration organization can work together to achieve the overall function. This requires the leader's understanding of the organizational system and the long-term development vision. To establish a leader's work is to design the concept of learning, so that everyone in the organization can effectively deal with the important issues they face, and continue to improve their learning and cultivation. The role of the leader's servant is that the leader's personal vision is integrated with the shared vision of the organization. Leaders are loyal to their beliefs and are willing to sacrifice for a shared vision. The leader's faculty role is that the leader can help each person in the organization develop an understanding of the system, help members to see the system structure, and understand how different parts of the organization interact. At the same time, the leader should be able to integrate the organization's core values, mission, development strategy, etc. into a mission story, so that the members of the organization clearly and agree with the goals of the organization to form a common mission. When the organization has a greater than the individual's purpose consciousness, the common mission The sense will unite the members of the organization.

First of all, we must establish innovative ideas and promote innovative culture. To cultivate university innovation, we must first vigorously promote the spirit of innovation at different levels, create an atmosphere of innovation, and actively encourage and promote the behaviors with innovative spirit. In particular, management should take the cultivation of innovative ideas as their important responsibilities and must be innovative. The employees give greater freedom of innovation and more flexible work arrangements, from focusing on small things to grasping the overall work, actively encouraging employees' pioneering ideas, and giving timely incentives for innovative work. Creating an atmosphere that makes innovative employees feel respected and appreciated. Secondly, it is necessary to improve the university system to ensure the innovation and vitality of the establishment and improvement of the university's innovation mechanism, which is an important guarantee for creating and enhancing innovation. In addition to the core value system, universities must be able to have the elements to promote innovation and the corresponding organizational system norms. Organizational innovation and institutional innovation are guarantees for the implementation of conceptual innovation. Therefore, it is necessary to constantly improve the university's innovation system, so as to standardize and guarantee the innovation vitality of teachers and students, and guide the behavioral culture of teachers and students.

4. Conclusion

College culture management is a new management mode that integrates and transcends traditional management models. It is adapted to the requirements of "knowledge society" and "cultural age". Facing the limitations of traditional school management mode, it fully considers the relationship between human cultural nature and organizational behavior, attaches importance to the cultivation of university spirit, and uses management of university culture to drive management. .

The cultural management model has become an inevitable trend of university management and an inevitable choice for China to establish a first-class university.

Acknowledgements

Fund Project: Nanjing University of aeronautics and astronautics party construction and ideological and political work research project (DJYJ2018B06), project leader: Liu Yulei

Research project on humanities and social science of the ministry of education (college ideological and political work special project) (16JDSZ2066, project leader: Dai Quanchen

Nanhang youth science and technology innovation fund (humanities and social sciences) (NR2017042), project leader: Dai Quanchen

References

- [1] Jiang Guangjun, Li Yiwei. Research on College Energy Conservation Management Consciousness Based on System Dynamics [J]. Journal of Higher Education, 2015(19): 60-61.
- [2] Yang Gang, Xue Huifeng. System Dynamics Modeling and Simulation of Knowledge Transfer in University Teams [J]. Science of Science and Management of S. & Technology, 2009, 30(6): 87-92.
- [3] Tang Guxiu, Zhou Keping, Gao Feng, et al. Thoughts on Safety Management Based on System Dynamics [J]. China Mining Magazine, 2007, 16(2).
- [4] He Manhui, Yang Yuping. Software Project Schedule Management Based on System Dynamics [J]. Science Technology and Industry, 2007, 7(5): 11-13.
- [5] Liu Jingmin, Wang Yousong, Zhang Wenjian. Cost-benefit Analysis of Construction Waste Management Based on System Dynamics [J]. Systems Engineering - Theory & Practice, 2014, 34(6): 1480-1490.