

# Research on the Innovation of Human Resources Management in Colleges and Universities under the New Situation

Lu LIU

Shenyang City University, Shenyang, Liaoning, 110112, China

99216317@qq.com.

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**Abstract:** With the rapid development of society and economy, the competition in the education industry has become more and more fierce. Higher requirements are put forward for the human resource management of colleges and universities, resulting in more severe challenges. For a college, the human resources of colleges and universities, it is the foundation of the sustainable development of universities. The lack of talents will cause universities to be in a disadvantageous position in market competition. At the same time, a university has excellent talents, which is the core competitiveness of universities. Therefore, in the development process of universities, certain It is necessary to attach importance to human resource management in universities and actively innovate in human resource management, so as to finally make the development of universities have a bright prospect. This article expounds the innovative methods of human resource management in colleges and universities from the current situation in order to achieve the reference role of colleges and universities in human resource management.

## 1. Introduction

As my country's reform and opening up continue to increase, competition will become increasingly fierce. For a university, the survival of the fittest is the most basic condition. It cannot adapt to the laws of the market. After all, it will be eliminated by the market. In the human resource management of the university, it plays a very important role in the development of the university. The management of human resources must use a rational and objective attitude towards the use and management of talents, and finally find out the problems and propose solutions to the problems. Only in this way can the effect of human resources management be greatly improved, and It will have a positive effect on the development of colleges and universities. At the same time, the managers of colleges and universities should continuously adjust and optimize the development strategies of colleges and universities, innovate and reform the human resource management of the colleges and universities, and adapt to the needs of the market in a timely manner. The sustainable development of colleges and universities can help.

## 2. Problems in human resource management in colleges and universities

### 2.1 Insufficient understanding of human resource management

From the current point of view, the role of human resource management in universities has many uncertain factors. Each university has an attitude towards the management of human resources. Some universities attach great importance to the management of human resources, while some universities treat human resources. Resource management does not pay attention to or care about it. This is mainly a problem from the perspective of university administrators. If a university only values its immediate interests and does not consider strategic development from the university's long-term goals, after all, the university has no vitality.<sup>[1]</sup> Although some college managers have a good understanding of human resource management, they do not know how to manage and reform, and blindly take some measures on human resource management. These measures are either flashy or formalistic. The most important thing is Without a targeted innovation, it has not produced very

good substantive effects on human resources in the actual operation process. Some colleges and universities have a complete lack of understanding of human resource management. They simply think that human resource management is to recruit workers and then pay wages. It is as simple as that. You must know that human resource management involves various elements. It is human resource management, so it is very serious that various elements of human resource management are completely divided. The most important task of human resource management is to discover the greatest potential of employees, so that employees can innovate in their work and serve the university. Bringing greater value is the most important purpose of human resource management, and it is also the value of human resource management at that time.

## **2.2 The management mechanism is unreasonable**

In human resource management, fierce mechanisms are often used to achieve the purpose of using talents. But for now, the incentive mechanism and the talent training plan have always been the biggest problem in human resource management. The main thing here is that some colleges and universities have unreasonable mechanisms in human resource management, lacking more fairness and Fairness, to a certain extent, undermines the enthusiasm and confidence of talents in dedication to colleges and universities. Some colleges and universities do not use incentive measures at all, hiding the so-called incentives in salary. For college employees, this implicit incentive does not produce any effect, and employees do not believe that the incentives of colleges and universities are reflected in the salary. This lack of incentives, to a certain extent, makes employees lose their enthusiasm for work.<sup>[2]</sup> There are two types of incentive measures for colleges and universities, one is material incentives, and the other is spiritual incentives. Material incentives are the criteria for employees to strive for in colleges and universities. It is difficult for a university to achieve material incentives for employees. Universities are cohesive. For spiritual motivation, many colleges and universities do not set up such a mechanism at all. For example, when employees are sick and hospitalized, college leaders come to offer condolences, and provide care for employees in difficulties, etc., these are very important for managers who value interests in some colleges and universities. It's hard to do. In traditional human resource management, performance is not paid enough attention, and at the same time, it is numb to the contributions made by employees in various positions, so that employees are not recognized by university managers when they try to play their own value. The reduction of staff's creative ability to work has caused frequent turnover of staff in universities and affected the overall development of the company.

## **3. Methods of Human Resources Management in Colleges and Universities**

### **3.1 Innovate the methods of human resource management**

In human resource management, traditional concepts can no longer adapt to the development of the new era. The concepts of human resource management must be changed, the traditional thinking mode must be completely broken, and those that have been solidified must be broken through, and new ideas must be used. Thoughts, new concepts, and innovations in human resource management methods. In addition, for university managers, they must recognize the importance of human resource management, recognize that human resource management in universities can be beneficial to the sustainable development of universities, and can make universities more confident and advantageous in the current fierce market competition. At the same time, let managers know that only by giving full play to the advantages of human resources, can they create more economic benefits for colleges and universities, create more profit margins, and incorporate human resource management into the development strategies of colleges and universities. Pay attention to human resource management, you can set up a human resource management team, develop a human resource strategy, combine the actual situation of the university, allocate suitable talents from different positions, and arrange the staffing in a reasonable, fair and just manner. In order to make the human resource management of colleges and universities make a difference, can they contribute to the development of colleges and universities.

### 3.2 Establish an incentive mechanism

In human resource management, material stimulus is one of the most commonly used and most effective means of incentive mechanisms. This method can obtain benefits from both universities and employees, such as employee gains. It is a win-win situation for colleges and universities to get more positive work efficiency from their employees. Spiritual reward is also a kind, but if there is no material reward, all spiritual rewards are just empty words, and they will not pay their own labor for an insubstantial slogan. Even too much spiritual reward will cause the employees to feel disgusted. Conducive to the management of personnel by the human resources department of the university. In society, many people judge a person's achievement by the amount of material. Although this method is not encouraged, the reality is cruel. The same is true in colleges and universities. If an employee obtains less labor results, The more proof the employee's work achievement or not. There are many categories of material rewards, including bonuses, working environment, insurance, housing, various welfare benefits, etc., which can all be reflected in the material incentives to employees. Within a university, the material rewards for employees must be implemented in a fair and just position. The justice mentioned here is not a uniform distribution, but a fair distribution based on the size of its contribution to the company, so as to motivate employees. Otherwise, if the material rewards are equal, it will greatly frustrate the enthusiasm of some employees and increase the conflicts between employees. Not only is it not conducive to the unity of college staff, but it is also beneficial to the development of colleges and universities. Hindered. In terms of material incentives, singular incentives are strictly prohibited. For example, some colleges and universities simply use end-of-year bonuses as the only material reward method, and lack more humane arrangements. They must use diversified material rewards, such as a shareholding system, to allow employees Owning certain shares also gives employees the pride of being the masters of their own affairs, which will greatly enhance their enthusiasm for work and have many positive meanings to the life of the university.

### 4. Conclusion

At present, there are still many problems in human resource management. It mainly has the following points. First, the understanding of human resource management is not enough. Many colleges and universities take the pursuit of interests as the first goal, and ultimately do not pay too much attention to human resource management. The investment in human resource management is not too much, which has caused many colleges and universities to be perfunctory in dealing with the issue of talents, which has strengthened the mobility of internal personnel. The other is the problem of management mechanism. There is no incentive mechanism in colleges and universities, and for employees, it will not There is too much enthusiasm, which leads to negative work, not to mention the spirit of innovation. This phenomenon is a big problem for the development of colleges and universities. It seriously hinders the development of colleges and universities, and at the same time, it also affects the development of colleges and universities. The interests of the people have been affected. Only by strengthening the emphasis on human resource management and establishing a long-term incentive mechanism to increase the enthusiasm of college employees and maximize the innovative spirit of employees can create more value for colleges and universities. This is the human resources management department in Where is the value in colleges and universities.

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