

Research on the Application of Psychological Art in the Management of University Teachers

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Abstract: University teachers are the main body and the first manager of students' education management. The management concept and method of university leaders have a direct impact on Teachers' work efficiency and whether teachers can put into teaching with a positive and healthy attitude. Colleges and universities should update their management concepts, make effective use of psychological art to study the psychological laws of teachers, and take effective management measures so that the managers can have a sense of identity, participation, value and balance, so as to maximize the enthusiasm and creativity of college teachers and improve the scientific level of College Management.

1. Introduction

The management of university teachers needs to be based on certain management concepts and principles, at the same time, it also needs to deal with the difficulties in the management work and reflect the flexibility of the management work. The clever use of psychological art in the management of university teachers can effectively avoid arousing the rebellious psychology of the managed, improve the sense of identity, value and participation of the teachers, and enhance the efficiency of the management of university teachers. Based on the relevant theory of management psychology, the author studies and analyzes the psychological activities of university teachers, and then puts forward a series of management suggestions and policies, aiming to fully stimulate the subjective initiative and creativity of university teachers, and enhance the overall quality of university management.



Figure 1 University management

2. Strengthen the Professional Honor of College Teachers

College teachers should reach an agreed development goal, work together to carry out education, and build a positive and optimistic psychological foundation of unity and mutual assistance. However, the implementation of motivation management and goal management will contribute to the formation of College Teachers' sense of identity.

2.1. Improve the Sense of Being Needed of University Teachers

In fact, teachers' sense of identity is needed. Teachers can effectively play their own values in life and work, realize their teaching ideals, obtain recognized psychological feelings, stimulate teachers' initiative in work, and then promote teachers to actively accept the education management of colleges and universities from the heart. Value perception is not satisfied. In response to this phenomenon. University leaders can carry out management work in the following ways:

Carry out activities such as teaching exchange to guide teachers to realize the importance of education and enhance their sense of responsibility.

Make some teaching tasks with different difficulty, arouse teachers' challenge psychology and stimulate teachers' creativity. Many famous teachers have expressed their enthusiasm for work in the process of constantly meeting challenges.

We should make abundant teaching work and make teaching work more diversified, so as to realize teachers' independent choice in their work and keep a fresh sense of teaching work.

2.2. Clarify the Objectives of Teaching

The goal is a prerequisite for promoting behavior. A clear and attractive teaching goal can fully stimulate teachers' expectations of education. Therefore, in the management of university teachers, to enhance the teachers' sense of honor in education, the most important thing is to let teachers identify with the education goals set by the school, and then integrate the personal career development goals into it.

Build a complete goal block diagram, and clarify the management objectives and management policies of individuals, groups and leaders in the teaching staff.

In order to effectively meet the development needs of teachers and students, it is necessary to select representatives from the managers and the managed groups to participate in the process of goal setting, so as to effectively integrate individual goals and team goals.

When making management objectives, it is necessary to make clear the completion plan of each stage to achieve the completion, gradualness and comprehensiveness of the objectives.



Figure 2 Population

3. Enhancing the Participation of University Teachers

From the perspective of psychological art, the management of college teachers can enrich the forms of participation in management, skillfully enhance the diversity of management, and guide teachers to actively participate in the management of the school. The participation of teachers can be strengthened through the realization of democracy and enthusiasm in management. Only when their own thoughts and feelings are realized, can they teach students by words and deeds on the three foot platform, guide students in school to understand China's national conditions and policies deeply, and ensure that the "three views" of college students are healthy and upward.

3.1. Realize Democratic Management

The teachers in Colleges and universities are intellectual groups with strong democratic consciousness. To realize the democracy of teaching management is a key scheme to enhance the sense of teachers' participation. Therefore, colleges and universities should carry out some democratic management measures to effectively meet the psychological needs of all staff.

In terms of management concept, we should make clear that the majority of teachers are the main body of teaching management in Colleges and universities, provide a democratic environment, create conditions for teachers to express their opinions reasonably, and promote teachers to actively participate in the management work.

In the aspect of decision-making, it is necessary to build a complete management mechanism for teachers' participation, and clearly ask for teachers' opinions, hearings and other management systems, so as to ensure that teachers can effectively participate in the decision-making work of school management.

In the aspect of work function distribution, we should give the managers some autonomy, enhance their sense of responsibility, and give full play to their subjective initiative.

3.2. Inspiring Teachers' Initiative

The content of the management of university teachers is rich, but it is still to manage the individual. Therefore, we should fully stimulate the individual's initiative, encourage the teachers to actively participate in the management work, and then create "productivity" and enhance the work efficiency. There are many ways to stimulate teachers' initiative. The most effective incentive policy is to make a timely and correct evaluation of teachers' work, give full respect to teachers' work, and meet teachers' professional spirit needs. To stimulate teachers' initiative, we can give full play to the exchange and use of information in the management of colleges and universities, guide teachers to think about problems from different perspectives in their work, and deeply understand the significance of their own work.



Figure 3 Professionalism

4. Realize the Sense of Value of University Teachers

In terms of psychological art, the realization of personal value is to meet personal psychological needs. Combined with the management objectives of colleges and universities, I think it can be realized from two aspects: meeting the needs of teachers and encouraging management, so as to reach the values of teachers. If there is no teacher dedicated to education, there is not only no sense of value.

4.1. Meet the Value Needs of Teachers

The satisfaction of personal needs is the core of realizing personal value. Only when the management objectives or benefits formulated by the managers can meet the needs of the managed, can they realize their personal values, and then stimulate the enthusiasm of the managed. In the process of constantly improving their own value, to fulfill the needs of promoting the development of human civilization, the value needs of university teachers are embodied in: spiritual culture, life needs, self-esteem, work needs, creating achievements and other needs.

4.2. Material Needs

Material demand is closely related to real life, survival demand. The specific content includes the material needs of teachers for working conditions, salary and welfare, living environment, career development space and so on.

4.3. Spiritual Needs

Colleges and universities need to guide and encourage teachers to set up a higher level of spiritual and cultural needs, and support and encourage them through academic exchanges, teaching program discussions, management evaluation and other activities.

4.4. Incentive Management

Reasonable incentive measures can effectively stimulate the creative ability of teachers. Schools can create power and pressure for teachers by enriching incentive management measures, improve teachers' sense of responsibility and identity for management work, effectively stimulate teachers' enthusiasm and creativity for university management work, and then enhance the overall quality and efficiency of university education and teaching. The methods of motivation can be divided into positive reinforcement and negative reinforcement. The evaluation of scholarships and honorary titles is mainly to reward teachers and students with excellent management and performance, and occupy a key position in the incentive mechanism. In order to combine the characteristics of teaching management with the characteristics of teaching in Colleges and universities, it is necessary to formulate corresponding project settings. At present, most of the evaluation bonuses and honorary titles in Colleges and universities are based on the comprehensive data of teaching achievements. Although the transparency and fairness of evaluation are ensured, the managers with other excellent characteristics can be easily ignored by a single evaluation factor. Colleges and universities can combine various specialties Set up relevant awards according to the characteristics of teachers and students, expand the scope of evaluation, so that the managers who have not met the standards before but have other flash points can have the opportunity to experience the sense of honor of obtaining awards; no matter how the reward and punishment system is set up, the key is to ensure the fairness and fairness of the evaluation process, so as to effectively stimulate the benign competition between individual teams and lead to Guide teachers to generate work motivation. The core of psychological art is to emphasize the common development of personality and emotion. The application of this core theory effectively improves the shortcomings of the traditional management policy of university teachers, and then promotes the healthy development of the management of teachers. Adhering to the core concept of psychological art, this paper studies teachers' psychological changes, analyzes teachers' psychological activity rules and ideological state, and effectively promotes the development of incentive work of College Teachers' team building in the new era. Fully stimulate the application value of teachers' subject, mobilize teachers' work enthusiasm, consciously enhance their own quality, and effectively manage, standardize and restrict themselves.

5. Conclusion

Based on the continuous implementation of China's education reform policy, China's higher education management mode is also in continuous reform, innovation and improvement, and in the current education process, we can effectively use the motivation theory, incentive theory and other innovative teaching management methods of psychological arts to improve the overall quality of

management work. The application of the core of psychological art in the management of university teachers has brought good influence to the University, consolidated the main position of teachers in the management, and effectively realized the professional value of teachers. University managers must learn to skillfully use psychological art, and then select the most appropriate ideas and methods for the management of university teachers, and effectively stimulate the enthusiasm of teachers Initiative, enhance the collective sense of unity and cooperation, improve management efficiency, and finally effectively achieve the goal of education management.

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