

Research on Scientific Research Situation and Promotion Strategies of Private Colleges and Universities

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Abstract. With the sustained and rapid development of China's economy, the demand for talents is increasing, and the popularization of higher education has become a trend. Private colleges and universities are an important part of China's higher education, and this trend has brought great opportunities for the development of private colleges and universities. The scientific research ability of colleges and universities is an important criterion for measuring the level of running a school. Especially for the newly-run private undergraduate colleges, it is very important to improve the level of scientific research. For private universities to continue to develop, in addition to strengthening their internal construction and enhancing their core competitiveness, it is a crucial factor to build an innovative research team with reasonable structure, strong scientific research capabilities and perfect scientific research management.

Introduction

The proportion of private colleges and universities in China's higher education is growing, and it plays an increasingly important role in the process of popularization of higher education in China. With the progress of the times and the development of society, the rise of private colleges and universities has also shown a vigorous trend. More and more private colleges and universities are constantly enlarging their own strengths while recruiting students to expand their popularity, attract more students, and win a place in the highly competitive education market. However, due to various reasons such as law, system and policy, there are still many difficulties in the construction and development of our national higher education. In particular, the sharp shrinkage of students has brought severe challenges to the survival and development of private universities. Scientific research is one of the main functions of higher education. The Higher Education Law of the People's Republic of China clearly stipulates: "Colleges and universities should focus on cultivating talents, carry out teaching, scientific research and social services to ensure that the quality of education and teaching meets the standards set by the state." The level of scientific research and academic level is not only an important symbol of the core competitiveness of universities, but also an important way to ensure the quality of education and teaching. [1-5]

In the face of such complicated situations where opportunities and challenges coexist, in order to achieve sustainable development, private colleges and universities must practice their internal strengths and enhance their connotations. Among them, improving the quality of teachers' scientific research is an important part. First of all, scientific research is an important indicator to measure the ability of college teachers to teach. Secondly, scientific research can promote the improvement of teachers' academic level and meet the needs of students for further knowledge. Finally, scientific research can promote teachers to reform teaching content, update teaching methods, and demonstrate the research methods and methods obtained in scientific research activities through teaching methods, which is conducive to stimulating students' learning ability and scientific research interest. There is a

big gap between private colleges and public universities in the comparison of "hardware" and "software", and the impression of the government and the competent educational departments on private colleges and universities stays at the early stage of their development. Therefore, they pay little attention to the scientific research work of private colleges and universities, which leads to the lag of the reception of scientific research information by private colleges and universities. Private colleges and universities have difficulties in applying for projects, such as difficult declaration, limited declaration, small amount of financial support, and evaluation of scientific research results in all aspects. Some subject evaluation experts are more or less unapproved of the project declaration of private colleges and universities, which makes it difficult for them to declare the project and has less funding. The economic basis is an important safeguard for the normal and efficient completion of scientific research. Without adequate material guarantee, no good scientific research project can be completed with high quality. The funds for research projects in private colleges and universities mainly come from the funds allocated by the competent departments and other government departments. The sources of funds are too single and the amount of funds is too small. Without adequate funding sources and financial support, teachers in private colleges and universities lack enough enthusiasm and enthusiasm for the declaration of scientific research projects. With the rapid development of private colleges and universities and the severe employment problems faced by college graduates, the introduction of teachers in private colleges and universities has improved significantly. Many private colleges and universities are trying to get rid of part-time teachers or retired teachers, and are training full-time teachers. However, due to the late start of private universities and the characteristics of running schools, it is difficult to train a group of elite teachers in a short time. For various reasons, the unreasonable structure of teachers in private colleges and universities has seriously restricted the development of scientific research to a certain extent. Firstly, in terms of teachers' stability, private colleges and universities are not as stable as public colleges and universities, resulting in too much mobility of teachers in private colleges and universities, and more part-time teachers employed from public colleges and universities, resulting in a general shortage of full-time teachers engaged in scientific research work. Secondly, in the age structure of teachers, the main group of teachers is young teachers under 35 or retired part-time teachers over 60 years old. The structure of retired part-time teachers combined with fresh graduates is less than young and middle-aged teachers with strong scientific research ability. Thirdly, in terms of teachers' academic qualifications, master's research is the main method, while doctoral students are relatively scarce, which leads to teaching. Teachers' awareness and ability of scientific research are obviously insufficient. Finally, in terms of teachers' professional titles, the combination of lecturers and assistants, part-time retired professors and associate professors, while the number of middle-aged and young professors with higher professional titles over 40 years old is relatively small. From the point of view of private universities, core competitiveness generally refers to the most critical development ability of Universities Participating in educational.[6-9] competition, which is generally attributed to their own scientific research management level and management ability.

From the most basic point of view, the source of scientific research is the conditions and resources of scientific research, so the basis of scientific research in Colleges and universities is to have all kinds of resources and management systems that can carry out scientific research. On the one hand, abundant, perfect and systematic scientific research activities can promote the healthy and sustainable development of private colleges and universities, stimulate their internal vitality, and at the same time, win considerable scientific research funds for schools. On the other hand, the higher level of scientific research management can effectively enhance the comprehensive quality of teachers, stimulate scientific research consciousness and initiative, further improve the school education and teaching system, optimize educational and teaching results, and improve the quality of running schools.

From the national level, the first step is to increase the allocation proportion of scientific research funds in private colleges and universities, effectively stimulate and strengthen the scientific research consciousness and enthusiasm of research activities in private colleges and universities. Specifically, first of all, in the context of policies and relevant provisions, the laws and regulations concerning

education should give special explanation to scientific research. Especially, we should continue to pay attention to the development of scientific research management and activities in private colleges and universities, and integrate scientific research management into the evaluation system of the quality of running colleges and universities, so as to supervise and strengthen it.

From the perspective of private universities themselves, in order to enhance core competitiveness and strengthen scientific research management, comprehensive consideration and systematic operation are needed. First of all, we should change the concept of running a school, enhance the awareness of scientific research, and effectively promote the smooth progress of scientific research activities through the establishment of scientific research functional departments, the formation of scientific research teams, and the reduction of management authority. Secondly, we should improve and perfect the management system of scientific research, and form an effective and rigorous management system of scientific research, which includes incentives, rewards and punishments, as well as supervision, assessment, publicity and promotion, so as to form a scientific and standardized scientific research system and organizational guarantee.[10,11]

Summary

In general, with the increasing demand for various types of talents in the society and the increasing emphasis on higher education in the country, the future development prospects of private colleges and universities are broad. Civilian colleges and universities should be self-reliant and self-reliant, relying on unremitting efforts to create brands and create famous brands. By improving material treatment and creating a good environment, the school will be stabilized and more talents will be attracted. Scientific research is a long and complicated process of accumulation. For private undergraduate colleges, the cultivation of talents is also a long-term systematic process. How to stand out in the competition of more and more private colleges and universities, both their own school-running characteristics and good academic reputation, should be based on the actual situation of the school. Actively create conditions, build a strong research team, and contribute to the overall level of the school.

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