

Research on the Application of 360 Degree Management in the Construction of Enterprise Administration Specialization

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Abstract: The construction of administrative specialization is the key to the establishment of a first-class office, and it is of great significance to the efficiency of office administration. How to promote the professionalization of office administration will be an important issue in office management. Therefore, the author will try to apply 360 management concepts and methods to the construction of administrative specialization. This article will start with the connotation of 360 degree management concept, combined with the characteristics of office administrative work, comprehensively analyze the fit of 360 degree management and administrative specialization creation. In the end, this paper will propose countermeasures and suggestions for applying the 360-degree management concept in the construction of administrative specialization, in order to realize the coordinated operation and effective management of the collaborative office system and the integrated information platform for duty.

1. Introduction

The office has become a comprehensive management service organization for enterprises, and is responsible for the smooth implementation of services for enterprise development planning and monitoring decisions. As the business operation center of the enterprise, the administrative work of the office in the development of enterprise management has the special status and role of connecting the four sides of the internal and external communication. At the same time, it is also a staff member who assists business leaders in making major decisions. Therefore, under the guidance of the “first-class three-way” (first-class, group, standardization, and informationization) construction of the advocacy office, applying 360-degree management to the professional construction of the office to comprehensively, in order to improve the quality and level of office work.

2. The Connotation of 360 Management

360-degree management is a brand-new concept. It is a comprehensive management method. The key is to use 360-degree performance appraisal method to conduct multi-angle assessment of management objects to obtain feedback information, and to compensate for the construction and management process. Deficiencies and shortcomings. 360-degree management is based on the 180-degree management to increase the customer dimension. The method requires that all sources of evaluation must be those who are most knowledgeable about the behavior of the person being evaluated, or at least those who have the opportunity to observe and understand.

The 360-degree management method is to evaluate the work performance of the management object by employees themselves, superiors, colleagues, subordinates, customers, etc., to obtain multi-angle feedback, to understand their strengths and weaknesses, to achieve the purpose of changing behaviors and improving themselves. Because 360-degree management reflects the “organizational survey”, “all-quality management”, “development feedback”, “performance evaluation”, and “multi-assessment system” and other organizational performance principles. It's not only conforms to the management spirit of “fairness, openness and fairness”, but also conforms to the trend and trend of the times.

3. Office Administrative Work Features

The office is a comprehensive management service department. It is a bridge and link to ensure the normal operation of the company. It has the following characteristics.

(1) Comprehensive. The overall office as the business operation hub of the enterprise, the management work has the overall comprehensive characteristics of the overall responsibility of the company's development decisions and the important responsibility of ensuring the normal implementation of decision-making, the management of the corporate office involves all levels of the enterprise.

(2) Coordination. The construction of the office system, the management and operation function of information communication and coordination is the main channel for information communication between the internal and external parties. It is an important channel for adjusting and improving various contradictions, creating a good working environment and fostering the spirit of unity and cooperation.

(3) Auxiliary. Service office management has the dual attributes of assistance and service, and is a good auxiliary staff function to assist business leaders in the overall goal of enterprise planning.

4. Study on the Fit of 360-Degree Management in the Construction of Administrative Specialization

As a new management method, 360-degree management promotes the improvement of executive performance, attaches importance to information feedback, pursues the basic principles of all-round, multi-angle, objective and fair, and demonstrates the diversity of management subjects and the fairness of management effects. It has significant advantages while it has a relatively unique range of applications and procedures. The development strategy, organizational structure, and personnel of the corporate office all have relatively stable characteristics, which are in line with the premise and matching conditions of 360-degree management.

4.1 The Compatibility of 360 Degree Management Concept and Administrative Specialization Systematic Management

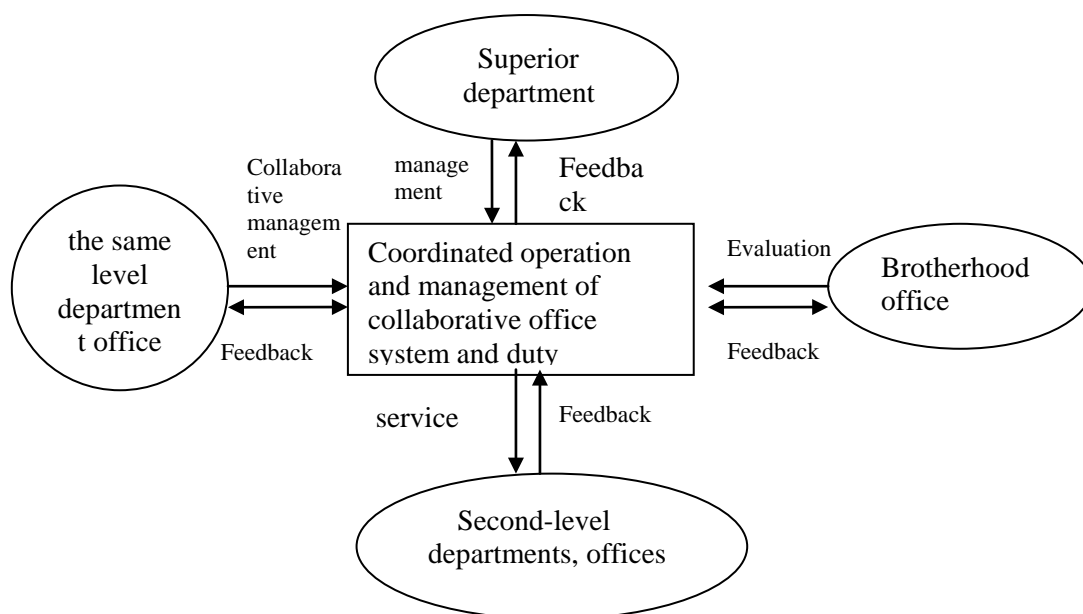


Figure: 1 Schematic Diagram of 360 Degree Management of Administrative Specialization System

In the process of enterprise administrative specialization, the petition information system, the development of the conference management system, the construction and application of the company's electronic document management system, the realization of the systematic and professional management of office work. However, to achieve the coordinated operation of these

systems, office workers need 360-degree, all-round management to promote the efficiency of office work.

4.2 Degree Management Method is Compatible with the Realization of the Operation Effect of the Office Work System

From the perspective of the entire management feedback process, the 360-degree management process is a cyclical system engineering, which includes three stages of input, processing and output, as shown in Figure 2. Its systematic process focuses on the rational design of each stage. The input phase is mainly the preparation work for each system management. The core part is to confirm the management body and train it. The processing link mainly refers to the implementation of the management evaluation stage, focusing on training, timely adjustment of strategies, and timely communication and feedback in this process. The output stage mainly refers to the processing effect of the management effect, focusing on the feedback of the operation of the entire office management system and summarizing the performance improvement plan. It can be seen that the various aspects of 360-degree management are both interconnected and interactive. For the optimization of the various systems in the office, the entire management process should be followed to ensure the standardization, seriousness and integrity of the entire operation process. Thereby, 360-degree management makes feedback on final management effectiveness and performance.

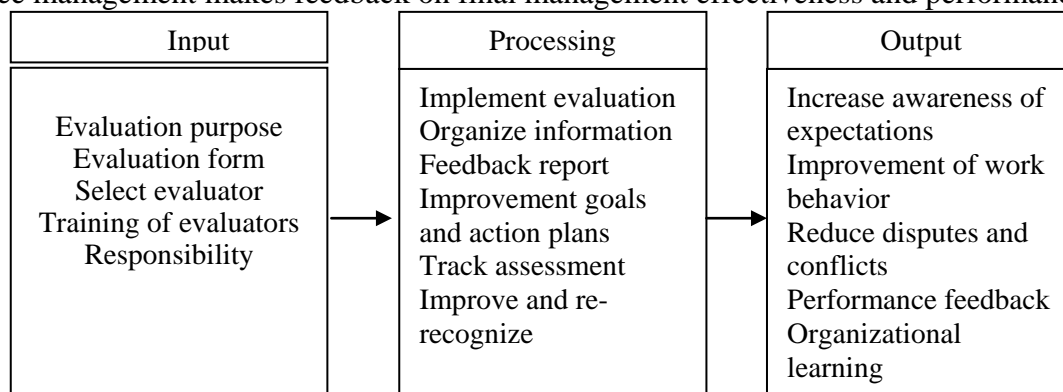


Fig.2 Schematic Diagram of the 360 Degree Management Process

5. Countermeasure Suggestions on Applying 360 Degree Management Concept in Administrative Specialization Construction

Deepen the collaborative office system conference management, comprehensive coordination, task coordination and other module applications, to ensure that the daily and basic work all online circulation. The comprehensive application of the petition information system will fully promote the integrated information platform for duty, and improve the work quality and efficiency. Develop a conference management system, organize departments to fill in the receipts of participants through the information system, and achieve one-click generation of statistics and seating arrangements for participants, eliminate human error, and reduce the workload of conference staff. Establish and improve the company's electronic document management system, integrate information resources, and provide efficient and convenient information support for the company's work. Applying the 360-degree management concept to administrative specialization management is undoubtedly ensuring the realization of the coordination and functions of each system from multiple angles. Therefore, the following suggestions are made on how to effectively apply 360-degree management to administrative specialization.

5.1 Enhance Leadership and Organizational Support

The construction of administrative specialization must first establish a professional leadership group, and then, under its unified leadership, fully play the role of the leading group, formulate plans, study policies, and strengthen publicity. This will further mobilize the strength of employees in various departments, increase the implementation of administrative specialization, provide more

effective macro guidance, organizational guarantees and policy support for the cooperation of various departments and the coordinated operation of various systems.

5.2 Realizing the Diversification of Management Subjects

The concept of 360-degree management is to manage and evaluate management objects from the perspectives of managers, higher-level departments, departments at the same level, lower-level departments, and related departments and customers. In the construction of enterprise administrative specialization, it is necessary to promote the coordinated operation of the collaborative office system and the integrated information platform on duty from the office itself, the superior department, the department office at the same level, the office of the brother department, and the secondary department and department and management. This is conducive to improving the participation of all employees in the construction of administrative specialization, and after receiving information feedback, it will solve the problems in the professional construction of the administrative office in a targeted manner, In order to improve the efficiency of the office overall.

5.3 Implement Quantitative Management

The system coordination operation and management index system, such as collaborative office system and duty integrated information platform, focuses on information management, infrastructure, human resources, information environment and enterprise benefits. These five first-level indicators basically contain the content of coordinated management of the entire system. In the aspect of designing specific indicators, an authoritative expert group should be set up to design the indicators. The designed indicators should be targeted, specific, verifiable, and feasible. And it should be designed targeted management scale depending on the management body, a scientific index system.

5.4 Strengthen 360-Degree Management Training

Training the administrative staff of the enterprise is an important part of the 360-degree management preparation stage, which requires high quality for the leaders and related staff. Aspecially, for members of organizations who have not been exposed to 360-degree management methods, they do not understand the preparations, values, procedures, and tools used in the entire management process, which will seriously affect the effectiveness of the 360-degree management method. The pre-training method should adopt the corresponding training method according to the difference of the content. The training focus should include the following two aspects.

On the one hand, learning to understand the connotation of 360-degree management, and understand its value meaning. he purpose is to make the members of the organization put down the psychological burden, and to be able to objectively understand that the 360-degree management is of great significance to improve the coordinated operation and management of the collaborative office system and the integrated information platform. On the other hand, through the simulation of the scale score, communication feedback, tool use training, let the members of the organization master the method of completing the questionnaire and the assessment scale. Using communication skills to obtain valuable information and identify false information, and operate and use auxiliary management and evaluation tools to ensure the symmetry, objectivity and effectiveness of information.

5.5 Improve Communication Feedback Mechanism

All-round feedback and communication is one of the important features of 360-degree management. The process is not terminated by the publication of the professional construction effect, but rather the perfect feedback after the results are announced.

On the one hand, it is the feedback that finds problems in the operation of the entire office automation system. In the all-round management process, there will inevitably be some problems. It is through return visits and interviews to understand which links have problems and which links

need improvement. In this way, it can avoid mistakes in the next round of management and evaluation, and improve the effect of multi-angle management.

On the other hand, when conducting interviews, we can find the weaknesses in the current administrative specialization of enterprises. By feeding back and evaluating the scores of each dimension, you can summarize the problem and figure out what needs to be improved. It can not only provide the basis for the performance reward and punishment of relevant staff, but also promote the continuous improvement and improvement of the efficiency of the entire administrative system.

6. Conclusion

Administrative specialization is an important way to improve the efficiency of office administrative work. Trying to apply the 360-degree management method to the construction of administrative specialization has both difficulty and important significance. The difficulty lies in the renewal of ideas, the design of comprehensive indicator systems, and the quantification standards. The significance is that it is a brand new attempt and application, which broadens the horizon of administrative professional management. Its significance is that it is a brand new attempt and application, broadening the vision of administrative specialization management, and is conducive to the improvement of traditional management methods. It provides reference for the coordinated operation and management of systems such as the collaborative office system and the integrated information platform for duty.

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