

## Study on the Characteristics of Running a University

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**Abstract.** Characteristics of running a university are a strategic choice for University development. The theoretical basis of school-running characteristics is mainly personality theory and core competence theory. The characteristic of individuality theory is the performance of individuality. The characteristic of the core competence theory is the foundation and result of the core competence of universities. The main meaning of school-running characteristics is the unique, excellent and recognized advantages and characteristics of running a university in the long-term process of running a school. The main characteristics of running a school are long-term, unique, excellent and recognized. The classification of school-running characteristics can be investigated from the perspective of University function, internal factors, nature of university internal work and the logical perspective of University governance.

### 1. The theoretical basis of school-running characteristics

University libraries are professional institutions providing services for teaching and scientific research, as well as the literature and information center of the university. They have rich collection of documents, massive electronic resources, advanced equipment and facilities, elegant and quiet atmosphere, and other resources and environmental advantages. They provide space for teachers and students to learn and relax. The university library is the supplement of teaching outside the classroom. As the "second classroom" of students and the "reference study" of teachers, it is an important part of the higher education system.

#### 1.1 The individuality theory

Individuality in English and French means the state of independent existence or individual existence. It refers to the special nature of one thing which is different from other things.

As a philosophical category, individuality is relative to generality. Individuality refers to the special nature of one thing which is different from other things, and commonness refers to the common nature shared by different things. Hegel holds that all things are individual, and individual things are universal, that is, the universality of individualization; in the universality of individualization, individuality and universality are different, but at the same time they are the same. Individuality and generality are the inherent nature of everything. Individuality reveals the differences between things and makes them different from each other. Common characteristics reveal the common nature of similar things and make things interrelated and unified. Individuality is conditional and relative. Individuality embodies commonness and enriches commonness. Generality can only exist in personality, but only through personality.

In aesthetics and art, individuality has two meanings. Firstly, creative individuality refers to the unique characteristics of artists' creative activities. Its contents include artists' unique understanding of the world and art, artists' unique personality, temperament and hobbies, different interests and points of attention to the objects of expression, the skills and ways of expression used by artists, etc. Second, it refers to the individuality of artistic image, mainly refers to the distinct and unique personality characteristics of the characters.

In psychology, western psychology has five definitions of personality: one is the list definition, which regards personality as the sum of all attributes of an individual. For example, Warren believes that personality includes all aspects of personality, such as wisdom, virtue, temperament and skills. The second is the integrated definition, that is, personality is a unique whole composed of various attribute elements. For example, Warren and L. Carmichael believe that personality is "the whole organization of a person at all stages of development." Thirdly, the definition of hierarchy is that the organization of personality is hierarchical, and self (divided into material self, social self, spiritual self and pure self) plays a dominant role in psychological activities. Fourth, the definition of adaptability, that is, personality is a unique way of adaptation formed by individuals in the process of adapting to the environment. For example, E. J. Kempf defines personality as the synthesis of habitual systems in people's unique adaptation to the environment. Fifth, the definition of distinction, that is, personality is the difference between people.

According to M. Schoen, "Personality is an organized system of habits, tendencies and sentiments, and those habits, tendencies and sentiments are the characteristics that distinguish any member of a group from other members." In China, the definition of individuality in the Dictionary of Psychology reflects the views of most scholars, that is, "individuality refers to a person's whole mental outlook, that is, the sum of psychological characteristics with certain tendencies. Personality structure is a multi-level, multi-sided, unique combination of complex psychological characteristics. These levels are: (1) the characteristics of the potential possibility of completing certain activities, namely ability; (2) the dynamic characteristics of psychological activities, namely temperament; (3) the attitudes and behavioral characteristics of completing tasks, namely personality; (4) the characteristics of activity tendency, such as motivation, interest, ideal, belief, etc. These characteristics do not exist in isolation, but are intricate and interrelated, organically integrated into a whole, which regulates and controls human behavior.

## **1.2 The core competence theory**

American strategists C. K. Prahalad and C. Hamel believe that the core competitiveness of enterprises is the ability of enterprises to obtain sustainable competitive advantage through resource integration. Domestic scholars further study that the core competitiveness of enterprises is the product of cross-integration of economics and management. Competition is a process in which the main body strives for value resources, protects and expands its own interests. The ability to gain lasting and unique competitive advantage is core competence. The core competitiveness of enterprises is generally divided into two categories: operational capacity and institutional capacity.

With regard to the concept of university core competence, domestic scholars believe that university core competence refers to the unique ability of a university to acquire, create and integrate resources on the basis of its strategic resources, which is formed over a long period of time and can enable the university to maintain sustainable development in competition. Its main implication is that the core competitiveness of a university is a kind of "cumulative learning". It is a distinct feature (unique) of a university that distinguishes itself from other universities. It is based on the strategic resources of disciplines, teachers, intangible assets and material resources of a university. It is the resource of a university's long-term sustainable competitive advantage and the ability of a university in a core dominant position.

As for the essence of university core competitiveness, domestic scholars believe that the essence of university core competitiveness is learning ability, and the external form is the main innovation ability. The essential characteristics of university core competitiveness are knowledge, and the general characteristics are value (usefulness), extensibility (the foundation of other abilities), heterogeneity (superiority, difficult to imitate, irreplaceable), and process (long-term).

As for the key elements of university core competitiveness, domestic scholars believe that the value resources of university competition are student recognition, social recognition, teacher recognition and national recognition. The core competitiveness of universities is not only the teachers,

but also the traditional culture, mechanism and system that has long played a role in attracting excellent teachers. Similarly, the core competitiveness of universities is not only a discipline, but also the tradition, culture, growth mechanism and system of forming dominant disciplines.

As for the manifestation of university core competitiveness, domestic scholars believe that university core competitiveness can only exist in three aspects: University spirit, university system and discipline growth mechanism. The main manifestations of university core competitiveness are discipline level, innovation ability, comprehensive school-running ability and university brand influence.

### **1.3 The relationship between personality theory, core competence theory and school-running characteristics**

On the relationship between personality theory and University characteristics, domestic scholars believe that characteristics are the manifestation of personality. If we want to have characteristics, we must cultivate and develop the personality of universities first. Essentially, the characteristic is that universities meet the social needs by virtue of their individualized educational practice activities.

Regarding the relationship between university core competence and University characteristics, domestic scholars believe that university core competence is a good way of thinking, in-depth education and teaching reform, outstanding school-running characteristics; university core competence is a unique feature and advantage of a school; university must upgrade and transform its core competence timely according to its own characteristics; on the one hand, university core competence is characterized by university core competence. On the basis of competitiveness, universities can gradually form their unique core competitiveness only by deepening their characteristics in development. On the other hand, characteristics are the result of core competitiveness. Only by maintaining and cultivating the existing characteristics of the school can the core competitiveness be formed and promoted.

## **2. The meaning, characteristics and classification of University running characteristics**

Universities are places for training high-level professionals. The social demand for high-level specialists is mainly professional demand. Professional needs are mainly the professional progress formed by social division of labor and the need for talents by industry development, whose main content is in line with quality. Quality is the lifeline of university talent training. To cultivate high-level professionals who meet the quality requirements, on the one hand, universities should have basic conditions for running schools; on the other hand, universities should use limited resources to form characteristic advantages to improve the quality of personnel training.

Similarly, the society's demand for advanced professionals and advanced knowledge of universities is hierarchical, which forms diverse requirements for running universities. Facing the diversified requirements of running schools, schools should make rational orientation of running schools and form school-running characteristics at the level of orientation, so as to continuously improve the ability and level of personnel training, scientific research and social services.

Characteristic school-running is a strategic choice for University development. The first is the requirement of optimizing the allocation of limited resources, the second is the main path to form core competitiveness in competition, and the third is the formation of personality and the unity of personality and commonality.

### **2.1 The meaning of University running characteristics**

For the meaning of the characteristics of running a university, domestic scholars believe that the characteristics of running a university refer to the relatively stable development mode formed in the course of its development and the uniquely recognized, unique and excellent characteristics of running a university by the society, and the unique and high-quality style formed in the long-term process of running a university, which is unique to the University and superior to other schools.

The characteristics of running a university are formed in the process of running a school, reflecting the sum of the advantages and characteristics of running a school. According to the Ministry of Education's Assessment Program for the Level of Undergraduate Teaching in Ordinary Universities (Trial Implementation), the characteristics refer to the unique and high-quality features of the university, which are formed in the long-term process of running a school and are superior to those of other schools. Characteristic should play an important role in optimizing the process of personnel training and improving the quality of teaching. The characteristics have certain stability and should have certain influence on society and be recognized. Therefore, the author believes that the characteristics of running a university refer to the unique, excellent and recognized advantages and characteristics of running a university in the long-term process of running a school.

## 2.2 The characteristics of University running characteristics

According to the connotation of school-running characteristics, University-running characteristics are long-term, unique, excellent and recognized. Long-term refers to the characteristics of a university which are formed in the long-term process of running a school. It is an important part of the stable tradition and culture of running a school. Uniqueness refers to the school-running characteristics of a university, which are formed in the process of running a university. It is different from other universities in the style and characteristics of running a university. Excellence refers to the unique advantages of a university in some fields and its connotation is excellent quality. Recognition means that the characteristics of a university are gradually recognized by the society in the process of running a school. At the functional level, it shows high-quality personnel training, high-level scientific research and high-benefit social services, high-level teachers, disciplines and specialties at the element level, and good school-running ideas, modes, fine traditions and institutional mechanisms at the cultural level.

## 2.3 The classification of University running characteristics

The characteristics of running a university are formed in all aspects and levels of running a university. According to the functions of the university, it has the characteristics of personnel training, scientific research and social services. According to the internal structural elements of the university, it has the characteristics of discipline, specialty, condition, management, culture and so on. According to the service orientation of university, it has the characteristics of facing local and industry. According to the logic of University governance, there are such spiritual features as school-running purpose, school-running idea, school-running policy, school-running goal, campus culture, school style and style of study, and such institutional features as personnel training mode, system norms, subject layout, curriculum system and architectural style.

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