

The Social Responsibility of University in the Public Management Perspective

Liu Hong

(School of Public Administration, Yunnan University of Finance and Economics, Yunnan , P. R. China, 650221)

06liuhong@sina.com

Abstract

With the deeper of globalization all over the world, the human resources become an essential element for competition in both economic and social realm. This paper focuses on the social responsibility of university nowadays. In the public management perspective, discuss the university's social responsibility to cultivate talents as the social function of university to serve the society. Then have a specific introduction of the education and scientific research for the university to achieve the social responsibility. Finally, the paper draw a conclusion on the role of university's social responsibility play in the public management realm.

Keywords: University, Social Responsibility, Public Management.

1. Introduction

Early Western universities have to maintain a certain distance from the community to preserve its freedom of academic research and teaching history and tradition. With the development of society, the university alienated from outside community to the margins of society, and ultimately enters the community center. Universities now become increasingly close to economic and social relations. Through the adaptation of social services for the community and then guided to predict the future of such a society by the passive to an active process. University's social responsibility has become a reality for the mission, has also become its ties with society. Human society has entered the era of globalization, the university faces maintain independent character and value of the University should pursue, but to assume full responsibility for the times given university education, academic responsibility, both to the service of social progress but also to guide social responsibility.

2. The Definition of University's Social Responsibility

University's Social Responsibility refers to the university as a dynamic and evolving relationship category, designed to continuously strive for

excellence, promote the public interest, leading to social progress university concept is the historical development of higher education and society through teaching, research and extension functions to the community activities. University's Social Responsibility both abstract and specific, when the university community exposure to specific teaching, research and service functions of the cultural heritage of innovation activities, people recognize the existence of real social responsibility. The functions of university will represent the university to fulfill their responsibilities by what means. The function of university implies comprehensive human development, the development of advanced knowledge, the pursuit of long-term social and human development. The University's social responsibility is a valuable function connotation sublimation, is a concentrated expression of a mission, are highly conscious, dutiful perform the functions of the realm rendered, is constantly in pursuit of excellence and social progress of their rational highlight.

2.1. Cultivate Talents

From the functional point of view of cultivate talents, university's social responsibility is reflected in university trained people to meet current and future needs of society development. University is able to

adapt and promote the comprehensive development of higher education to ensure fairness, quality and social relevance. University has ability to achieve the ultimate social responsibility, but also on the cultivation of talents in the future to promote social progress and development can contribute.

2.2. Scientific Research

From the functional point of view in scientific research, university's social responsibility is reflected in the university insists the pursuit of knowledge and innovation. And university sticks to the core of academic responsibility for social responsibility in the public interest and the development of human society and comprehensive application of various disciplines knowledge, attention and promote human development process.

2.3. Social Services

From the functional point of view in social services, the social responsibility of universities to society is reflected in the healthy and stable development of sustainable given the benign view, to adapt and to promote national and social development play an irreplaceable public influence and impetus.

2.4. Cultural Heritage of Innovation

From the functional point of view in cultural heritage of innovation, social responsibility is reflected in the university of profound cultural consciousness through its advanced social thought and cultural influence, guide social, play an important cultural heritage, development and promotion of the role, and constantly promote human society the process of civilization.

3. Service -- a Social Responsibility of University

From a public management perspective, service can be an essential social responsibility for university. Society is an organic whole that people with a

common basis of material production activities, according to a certain code of conduct to contact each other and form. Basic elements of society are the natural environment, population and culture. Derived through a variety of social relations of production relations constitute society, and to a certain code of conduct engaged in activities under control, in order to make social functioning and sustainable development. Relatively modern sociology major study of contemporary society, especially human behavior, from the past, mainly the study of human social origins, organization, customs of anthropological tendency to research into the development of modern society and the society organization or group sex disciplines, sociology, people not as individuals, but as a member of the social organization, group or institution exists.

From the perspective of social connotations, social organizations, groups or institutions, are under the control of a certain code of conduct engaged in activities in order to make social functioning and sustainable development. In other words, from a macro perspective of social organizations, groups or organizations are in a certain code of conduct for the normal operation of the constraints of society and the sustainable development of the service, they must also be responsible for the behavior of the service sector, which is the social organizations, groups or liability institutions. Different social organizations, groups or organizations from different angles to serve the community, but the focus are different. Social services for different focus, then, its responsibilities to society are different. Therefore, the responsibility to explore social organizations, groups or institutions should start with personality perspective. For those of you have, I have the social responsibility of everyone, there is no need to explore, because those are self-

explanatory, prescriptive. It follows that the social responsibility of universities in its distinguished features of other social organizations, groups or institutions, namely, education and research, both of the University to serve the community two carriages, so universities must be accountable . Otherwise, the community college is not recognized. In other words, university education, no market research, the university will lose the value of its existence.

4. Ways for University to Achieve the Service Social Responsibility

4.1. Education

University from the date of its birth took training of personnel as its eternal fundamental task. The traditional university is so modern university as well. Thus, in contemporary education is still the responsibility of the modern university must assume responsibility, and it is a modern university should bear social responsibility and the key. According to 2012 statistics, there were 2,790 colleges and universities and adult colleges (of which 2,442 colleges and universities, 348 adult colleges), 811 graduate training units, of which 534 colleges and universities (NEDSB, 2012). There College Staff 225.44 million, full-time teachers 115.74 million (ibid), educational resources are very rich. Therefore, the university should take the fundamental purpose of educating people; give full play to their functions for the state and society to cultivate a large number of highly qualified personnel with genuine talent. United States proposed to build capacity as the center of education reform, including the ability to develop their thinking skills, observation skills, ability and critical skills. April 1994 UNESCO established the “International Board of Education in the 21st Century” presented a paper entitled : report “Learning

intrinsic wealth” , pointed out on cultured human education should aim to have four pillars: learning to know that, learning to do, learning to develop, learn to live together. In June 1999, the CPC Central Committee, the State Council “Decision on deepening education reform and promoting quality education” that read: “Building a vibrant socialism with Chinese characteristics, education system, in order to implement in talent and knowledge to lay a solid foundation .” in order to adapt to the 21st century economy , the rapid development of science and technology needs for high quality talent, universities should actively face and proactive response to the call of the times, consciously assume the task of rejuvenating the country. To this end, the university must train highly qualified personnel responsibility, truly creating a soul, knowledge, creation of knowledge communities, and to teach them learn to be, learning to know, learning to do, learning to live together and become pillars of the state. Universities should strive to cultivate hundreds of millions of high-quality workers, efforts to create a favorable environment for top-notch talent to stand out, training a large number of outstanding talents of socialist construction, in particular, to develop the motherland and the people have a significant contribution to the engineering experts, medical experts, scientists, entrepreneurs, social activists and leaders in all walks of life. The huge population pressure into rich human resources, to provide greater support for the modernization of intellectual talent.

4.2. Scientific Research

University research, to explore, to create, but also education and teach the process of scientific research itself in exercise and training young talent, and this is the unique charm of university research. University has the responsibility to become an important source

of basic research and original innovation, an important force for social exploration and innovation, an important base for cultivating innovative talents to become a national and regional level to improve the capability of independent innovation, promote economic and social development has an important role support force. In the ever-changing contemporary society, the nature of the University is to create a strong foundation in the heritage and cultural heritage, the heritage, research, integration and innovation profound knowledge of the positions. This is a deep connection between the university and the nature of human society and culture and scientific generalization. This understanding, university rightfully should put on knowledge creation and academic responsibility, that the heritage, research, integration and innovation profound knowledge, as their sacred duty to bear. For this reason, the university should not only be people-oriented, it must respect the academic, academic freedom and academic autonomy as a source to maintain its vitality, the academic value as a fundamental value of their must-have. At present, it is necessary to attach great importance to scientific and technological achievements promptly into practical productive forces , active for the national economy and regional economic and social development, building a moderately prosperous society in need of services , but also aimed at the international forefront in their academic activities, promote Interdisciplinary Integration , consciously carry out original research, seek objective truth, give full play to the important role of philosophy and social sciences in economic and social development, as well as its new ideas, new knowledge and new cultural guide social progress, as a university unshaken social responsibility.

5. Conclusions

In the perspective of public management, the public service is one of the important parts for government. And for university, service can be an essential part for its social responsibility. With the development of global economic, the higher education market is the tendency, but this one should have a "degree", rather than endlessly entrepreneurial direction even closer to the market. Establish the correct values in the market process, specifically for the purpose of social services are a very important premise. Is the premise of the existence of its core values and the value of higher education to the community, under the conditions of market economy, the social function of higher education to enhance the market value should not be under the process of change, the only way the community in order to continue functioning and development.

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