

Tentative Analysis on the Effective Application of Incentive Mechanism in College Human Resource Management

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Abstract. As important components of college education resources, the human resource play a critical role in the education quality, running efficiency and reform of the personnel system. To carry out incentive management mechanism on faculties and excellent talent is effective, which can also help to solve some disadvantages in college management system, improve the quality of human resource management. This paper briefly summarizes college human resource management and studies on its condition as well as existing problems. What's more, it will also analyze the effective application of incentive mechanism in human resource management.

Introduction

College human resources play an important role in education resource and human resource management can help to carry out a better function. However, there are some problems occurring during the process of managing the college human resource while the initiative and enthusiasm can't be guaranteed. Thus, an incentive mechanism is created, which can help to mobilize the initiative and keep orderly operation of colleges. In addition, it can also optimize the college human resources, which will be beneficial to ignite the enthusiasm and improve the competence of schools.

Overview of College Human Resource Management

College human resources refer to the labor capacity integration of faulty members carrying out teaching, scientific research and management activities and the academic labor of teachers should be focus. At present, college human resources are mainly composed by teaching and research professionals, service staff, managerial personnel, working staff of subsidiary division as well as retirement and demission people, among which the principal parts are research professionals. Managerial personnel engage in crucial management work and other parts can be considered as supplementary. Generally, teaching and research professionals are composed by academic staff, who are able to keep the normal operation of schools, yet lack management skills. In addition, colleges do not have restrict constraints for service staff and retirement and demission people. In this structure, the development requirement will be affected and various human resource problems will occur. So, colleges should try unremitting efforts to improve the quality of teaching and research professionals, management staff as well as service staff.

College human resources belong to a branch of human resources with some characteristics of this subject, yet it has its special features. Overall, its dynamic, intellectual, continuous, time-based and renewable with dual nature. Dynamic feature means college human resources can help to direct and play a positive role in teaching and scientific research activities with strong self-consciousness based on professional choice. Intellectual feature means that college human resources have relatively strong abilities in terms of recognition, understanding and application, as well as memory observation, imagination, judgment and creation ability. In addition, it can help to transform wisdom into benefits. Continuous feature means that college human resources can be developed after putting into use and talents can improve themselves based on continuous study. Time-based feature means that talents can play a prominent role during their adulthood period (30-55 years old) and they have to continually carry out exploration and learning before that period. After that period,

they cannot play a big role because of physical and intellectual restraints. Dual nature means that college human resources should cultivate human capital and make them become talents, and on the other hand, human resources should also help to cultivate potential human resources. Renewable features mean that college human resources can help to renew the human capitals based on cost, investment recirculation on human resources.

Generally speaking, human resources mainly include attracting, maintaining, developing and encouraging or selecting, cultivating, adopting and retaining talents. Human resource management can help to guarantee the maximum value of talents and full play their potential to have comprehensive development.

At present, college human resources mainly include management personnel, teaching and research personnel, service staff, working staff of subsidiary division as well as retirement and demission and every part should make efforts to make them important. For example, teaching and research personnel should include innovation experts, development experts, professors and managers. What's more, managers should be able to develop and familiar with education rules as well as market awareness. However, the college human resources in the future should be composed by teaching and research personnel, management personnel, and service personnel. Besides, teaching and research personnel should be able to teach, create and apply; management personnel should be able to manage the administration function, teaching and school political parties issue; service personnel should be teaching and research professionals, and serve retirement and demission people.

College human resource management can help talents play a better role and stimulate their enthusiasm and passion so as to help colleges realize better development. At present, college human resources development and management are implemented based on proper human resource distribution, personnel employment system perfection and incentive mechanism strengthening.

The Present Situation and Existing Problems of College Human Resources

Present Situation of College Human Resources. Along with the continuous development of social economy and scientific technology, the development of college human resources has made a great progress. What's more, the structure and proportion of human resources have been relatively improved and the competence of college talents has also been improved. However, the development based of college education in China is weak, and there are problems in terms of knowledge base, innovative ability, education mode etc. The current situation of college human resources mainly show in the following aspects:

To begin with, the human capital is not enough, which brings limits to the overall efficiency. Human resources can be deemed as the main factor influencing social advancement but not all people can be considered as talents because only those being exposed to training with abundant knowledge and skills are valuable, therefore, valuable human resources require resources consumption, and relevant investment. However, the investment on education carried out by the government under the influence of planned economy affected the enthusiasm to run a school. Based on the limited financial input, the education facility, popularization rate and employee salary are poor. Thus, relative problems occur to the quantity, quality and efficiency of human resources.

Moreover, affected by globalization, there is a serious brain drain problem. We have ample resources in terms of scientific research personnel, engineers and students in school. However, only one-third percent students return to China after further education abroad and most of them will go abroad again, which inevitably brought serious brain drain.

Finally, the human resource setting and organizations are improper, which cannot guarantee school running efficiency. In terms of human resource structure, human resources are mainly distributed in cities and developed province but there are few talents in key developing areas and areas with rich resources; talents distribution in industrial organizations are improper too, and most talents serve governmental offices while there are few talents who can directly create efficiency in the first production line; in terms of faculty-student ratio, it is larger comparing to developed countries, leading to human resource waste while some colleges are predictable in making talents

cultivating schemes, impeding the professional talents cultivation; furthermore, there might be free liquidity and human resources cannot play a good role. Concerning the above, Chinese colleges should strengthen scientific and proper development as well as optimized setting for human resources.

Analysis on the Present Situation and Problems of College Human Resources. Since 1990, China began to carry out reform on college human resources, and the human resource development concept has been gradually determined. In addition, competitive mechanism was introduced to human resource management and incentive mechanism gradually developed. However, reform is always tough and there are still problems remaining to be solved.

Firstly, human resource development management ideas lags behind. Some colleges pay attention to traditional personnel work and cannot correctly understand the concept of human resource management. Moreover, the teacher team quality cannot be improved because there is not a good environment and job opportunity for them. As a result, colleges cannot attract and gather talents.

Secondly, the human resource development management system is irregular. Human resource management lack efficiency in the long run while training and management cannot be carried out based on reality. So there is brain drain. What's more, talents cannot get corresponding payment according to work. As a result, the even distribution idea cannot be fundamentally solved. In addition, there is no perfect human resource system for talents cultivation, attraction and performance assessment.

Finally, the human resource management research is not deep enough. In college education management, main researches focus on things rather than human beings. Therefore, employee's enthusiasm, competitive and risk consciousness is weak. They don't have enough passion to pursue relative benefits while the human resource incentive mechanism is not perfect.

Effective Application of Incentive Mechanism in College Human Resources

The Combination of Material Incentives and Spirit Incentives. In the process of combining material incentives and spiritual incentives, colleges should strengthen the research on faculties' psychology and behavior, take reasonable means and approaches to guarantee the full play of faculties' innovative spirit and creative ability.

Material incentive is mainly to meet the material needs of faculties, which include salary, bonus and various benefits. According to analysis on faculty value, human resource market and schools' payment ability, colleges should properly raise the salary and flexibly adjust it with bonus because good welfares will help to keep talents.

Spirit incentives mainly aim to adjust the enthusiasm, responsibility, self-esteem of faculties so as to guarantee their creativity, which will encourage them to finish the work more efficiently along with material incentives.

Combination of Personal Development Objectives and College Development Objectives. By designing suitable goals, we can help to mobilize people's motivation and enthusiasm so colleges should set reasonable and feasible objectives for faculties to tie with their own interests and thus they will strive for realizing the objectives. In order to help faculties to better realize their objectives, we can divide objectives into multiple phased targets so that they will be able to complete their own evaluation and find out their weakness to finally better play the role of incentive mechanism.

Mobilize the Enthusiasm of Faculties Based on Emotion. Emotional mechanism mainly encourage faculties' inner status, emotion and psychology so as to mobilize their enthusiasm to make them take the initiative to work and create. Emotional incentives can help to improve the psychological atmosphere, which is beneficial to help faculties to carry out self-control and self-management.

Establish Scientific Evaluation System. Proper and effective incentive mechanism should be considered as an important path to dig into people's potential and innovative consciousness. To begin with, a distribution system with strong incentive function should be built to better realize the combination of distribution according to work and essential productive factors to take economic

leverage into full play; secondly, a reasonable and fair evaluation system should be built to carry out scientific assessment to help faculties demonstrate their potentials.

In addition, the performance management efficiency should be improved and at the same time human resource management personnel in colleges should also strengthen communications with faculties. For example, they should show care and respect to build fair and kind atmosphere.

Construct a Good Incentive Mechanism Atmosphere. A good environment will trigger a huge effect on interpersonal relation, group integration, work passion and efficiency. As the hub of talents, colleges should make efforts to create a good academic environment. In the course of creating incentive mechanism, colleges should invest to create better teaching and research conditions and advance the influence of academy and at the same time improve and optimize academic environment.

During the process of creating a good academic environment, colleges should combine the current social status and update traditional concepts. Meanwhile, college should full play the role of academic research council to combine the society and schools and to activate academic atmosphere. In addition, along with the respect for faculties, managers should have a more harmonious relation with teaching and research staff. Furthermore, the implementation of moral activities will also be conducive to create positive atmosphere.

Conclusion

In the process of development, college should strengthen the management on human resources and fully mobilize the enthusiasm of all faculties. In addition, incentive mechanism should be used to improve the quality and efficiency of human resource management, which will also be beneficial to improve the teaching and research quality as well as the overall teaching quality to finally improve the competence of colleges.

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