

## Higher Education Research under Supply-Side Reform

Jin-Yu HU<sup>1,a</sup>, Jun-Min KANG<sup>2,b</sup>,

<sup>1</sup>Postgraduate Administration Department at Chang'an University,  
Xi'an, China

<sup>2</sup>School of Economics and Finance of Xi'an International Studies University,  
Xi'an, China

<sup>a</sup>huju@chd.edu.cn, <sup>b</sup>Kangjm@xisu.edu.cn

**Keywords:** Higher education, Supply side reforms, University governance structure.

**Abstract.** In recent years, development of higher education has achieved remarkable results. However, the logic of demand side reforms, which leads to the problems in the structure, quality and efficiency of higher education, arouses great attention. Faced with this situation, Colleges and universities carry out supply-side reform, starting from the logic of their own development, reexamining the university issue with scientific rational thinking, clarifying the reform of supply-side of higher education, reshaping the university spirit from the concept, rebuilding the university structure from positioning, Institutional reconstruction of university governance structure, thereby promoting the development of higher education, high-quality educational products to meet the needs of society.

### Introduction

According to the report of the 19th National Congress, China's economy has shifted from a phase of rapid growth to a period of high-quality development, and all the changes that promote economic development must be insisted on "taking supply-side structural reforms as the main line." Economy and education have always been closely linked with the entire social life. In the face of this new economic normal, colleges and universities that are the core source of talent supply and important bases must adapt to and participate in this process.

### Connotation of Supply-Side Reform

Supply-side reforms are mainly reflected in the automatic adjustment of the market, giving full play to the role of labor, land, capital and innovation to promote economic development. The "supply-side reform" of higher education is a hot issue that has emerged recently and is also a major theoretical and practical issue for the sustainable development in the mid-to-late period of the popularization of higher education in China. The reform aims to achieve the goal of increasing the supply of quality higher education products and reducing the supply of inferior higher education products through reform measures such as structural adjustment, quality improvement and capacity-building.

The "supply-side reform of higher education" refers to the structural adjustment and reform of higher education at the supply end in order to optimize the supply of higher education service products so as to make the two parties in supply and demand seek relative interests and maximize their utility balance. At present, the main problems existing in the supply side of higher education products in our country are as follows: the structural contradictions are prominent, the supply of quality products is insufficient, the supply of inferior products is oversupplied, the market supply and demand do not match, and some education excess capacity. Therefore, in the short run, the supply-side reform of higher education should focus on improving quality and capacity to increase the supply of quality higher education products and reduce the supply of inferior higher education products. In the long run, the supply-side reform of higher education needs to be approved Optimize the structure of the supply side of the product and stimulate expansion and upgrading of the demand side so as to achieve a higher level of supply and demand balance.

## **Reasons for Higher Education Supply - Side Reform**

Supply-side reform belongs to "new things" in the field of higher education. The main motivation for the emergence and development of supply-side reform in higher education can be analyzed from both the internal and external dimensions.

### **External Reasons of Higher Education Reform**

Education and economy exist interdependence, mutual promotion and mutual restraint. The supply-side reform in the economic field will sooner or later be reflected in the field of higher education and induce or induce the supply-side reform of higher education. Since November 2015, central leaders Xi Jinping and Li Keqiang have emphasized many times the importance of supply-side reform in China's economy in many different occasions. At the 12th meeting of the Central Financial Leading Group held in January 2016, General Secretary Xi Jinping further pointed out that "from the production area to strengthen the supply of high quality, reduce the supply of ineffective, expand supply, improve the supply structure flexibility and flexibility, improve the total factor productivity, make the supply system to better adapt to changes in demand structure," for the immediate attention of the supply. The side reforms set a goal and a road map. The dynamic promotion of supply-side reform in the economic field has led all walks of life to reflect on and reflect on their own problems. Higher education, of course, will not be exposed to the pressure of this powerful reform wave.

### **Internal Reasons of Higher Education Reform**

Objectively speaking, the process of popularization of higher education in the past two decades has accumulated quite a number of problems. Subjectively, these problems are also urgently needed to be solved and released through the supply-side reform opportunity. First, the issue of homogeneity: in the process of popularization of higher education in our country, the type of education, training mode, curriculum and teaching content did not achieve the diversified development goals, but the phenomenon of homogeneity appeared, leading to many colleges and universities graduates structural unemployment. Second, the issue of quality degradation: Over the years there has been a single mode of personnel training, which has made it difficult to completely change the situation of aging and convergence. This has largely affected the marketability of graduates and the sustainable development of colleges and universities. The problem of shortcomings and weaknesses,[1] such as the low conversion rate of achievements and the shortage of innovative talents, also shows that there is a bottleneck in the quality of higher education. Third, the issue of overcapacity: in recent years, colleges and universities have basically run the school resources, enrollment rate is also approaching high, but at the same time the age population of college entrance examination is declining, plus an annual average of about 1000000 college entrance exam loss of students (including Abandoned test, study abroad abroad), making some local universities and private universities due to the low utilization rate of educational resources and the emergence of "overcapacity" phenomenon. Fourth, the problem of over-stocking: After more than 20 years of continuous expansion of enrollment, the number of graduates in our country has dramatically increased while the employment rate has been on the downturn. Only 7,650,000 graduates were registered in 2016, while the secondary employment rate was only 70%. The secondary employment rate of less local undergraduate colleges is even lower than this figure, which means that about 2 million university students were unable to obtain employment on schedule. In addition, the conversion rate of scientific research achievements in universities was low, which also showed that higher education Big". The above phenomena all indicate that there are more serious problems on the supply side of higher education in our country and there is an urgent need to reform it by adjusting the structure, improving quality, removing production capacity and removing inventory.

### **Basic Ideas and Routes to Higher Education Supply-Side Reform**

At present, the overall characteristics of the development of higher education in our country have

shifted from epitaxial development to connotative development. Reflecting on the development concept and train of thought, we must realize the transformation from demand-side reform to supply-side reform. Specifically, we should shift from focusing on scale and quantity to focusing on structure, quality, efficiency and innovation.

### **Optimize the Structure of Higher Education**

Supply-side reform, highlighting the internal structural change. The adjustment and optimization of the structure of higher education include two aspects: First, the macro-layout of the development of higher education in the entire country; second, the optimization of the internal structure of higher education. As a whole, the development of higher education in our country is characterized by excessive concentration of resources and weakness in the eastern part of the country. From the internal point of view of colleges and universities, there are currently problems such as imbalanced professional setting, out of touch with the market and lack of high-level personnel. To optimize the structure of higher education, firstly, from a national policy point of view, it is necessary to guide resources to tilt toward the central and western regions, such as human resources, funds, and relevant policies and programs. Of course, the state is doing this too, but the results are still not obvious enough. Second, central and western colleges and universities can also take advantage of local and regional resources, innovation, make distinctive brand. Moreover, colleges and universities should adjust their professional structures themselves, closely integrate the market and serve the local economic and social development. Specific to the training of students, we must focus on professional skills training, enhance students' practical ability. Finally, colleges and universities should further optimize the teaching staff, the introduction of high-level talent, pay attention to the construction of talent echelon

### **Improve the Quality of Higher Education**

Supply-side reform, we must attach importance to the development of connotation and quality improvement. The Fifth Plenary Session of the 18th CPC Central Committee clearly proposed to "improve the quality of education." The theme of the 2016 National Education Conference was to "comprehensively improve the quality of education and speed up the modernization of education." The emphasis placed by the country on the quality of education has reached unprecedented heights. To improve the quality of higher education, first of all, reform must focus on the quality of personnel training, as the primary goal of education and teaching, rather than simply the number of published papers to measure the quality of schools. Secondly, we urgently urge the reform center of gravity to move downwards, that is, from macro-level issues such as philosophy, policies, systems and systems in the past, the emphasis should be shifted to focusing on the personnel training mode, ways and means of classroom teaching, Growth and so on. Finally, it is necessary to shift the single assessment based on scientific research to the emphasis on both scientific research and teaching and even teaching as the first priority, focusing on cultivating students' innovative ability, practical ability and international accomplishment. Only by improving the comprehensive ability of students can we truly reflect the improvement of the quality of higher education.

### **Improve the Efficiency of School Running**

Supply-side reform, school efficiency is an important measure. Although the benefits are mainly the concept of economics, and the pursuit of truth, teaching and educating people have some differences, but from the national level and managers point of view, school efficiency can not be considered. Human, financial and material resources are always limited, if you can not produce the corresponding benefits, then the input is inefficient or ineffective. To improve the efficiency of running a school, we must first make every effort to make the best use of our talents and do our best to make the best use of them. Second, to establish the corresponding system of security system, the higher education governance system and the modernization of governance capacity, it is necessary to give prominence to efficiency-oriented. A more sound system, more efficient service, smoother operation, more accurate assessment, we can improve the efficiency of the school from the inside. Finally, we should make use of the means of the market and the methods of enterprises to open up

schools and expand the sources of resources and improve the efficiency of resource utilization.

### **Take the Road of Innovation and Development**

Supply-side reform, innovation and development is the only way. The report of the 19th NPC pointed out that innovation is the first impetus to development and a strategic support for building a modern economic system. Innovation has become the theme of China's economic and social development in the new era. As the main front for the dissemination and innovation of knowledge, colleges and universities should, first and foremost, voluntarily assume the mission of innovation and cultivate innovative talents for the country and provide basic and original inventions of science and technology. Conversely, if we conservatively run schools, we will inevitably restrict our own development. Second, institutional reform should be made to achieve the overall change of the school. Without institutional and institutional innovation, the slogan resounded, it is difficult to achieve true innovation. The innovation of the mechanism system is to provide an appropriate environment for teaching, educating, scientific research and social services in schools, and to simplify the examination and approval procedures and work procedures. Finally, we must establish a culture of innovation and entrepreneurship. Only when a university forms an innovative culture and entrepreneurial spirit, guides and encourages everyone to innovate, and ultimately can establish an innovative or entrepreneurial university, can it always be at the forefront of the times.

In short, the supply-side reform of higher education in China is a result of the supply-side reform in the economic field and the external-internal factors that have led to the sustainable development in the latter part of the popularization of higher education. Supply-side reform of higher education should be based on the supply chain, the government policy chain, the social support chain, the university service chain and its relationship, comprehensive and collaborative reform. Relevant parties should actively participate in and jointly promote the supply-side reform of higher education, which is an inherent requirement of the supply-side reform of higher education and a fundamental guarantee for the success of supply-side reform in higher education.

### **Acknowledgement**

This research was financially supported by the Fundamental Research Funds for the Central Universities. The special education teaching reform of Chang'an University: Research on the Construction of Postgraduate Party Building Mechanism Based on the Cultivation of Innovative Talents(Item no: 300103187003).

### **References**

- [1] China Higher Education Assessment: The number of students in the world ranks first in the world[EB/OL]. [http://www.xinhuanet.com/politics/2015-12/05/c\\_128501231.htm](http://www.xinhuanet.com/politics/2015-12/05/c_128501231.htm)
- [2] Jiang Chao. *Out of Keynesian "Besieged City" - International Experience of Supply-Side Reform*[EB/OL]. [http://finance.ifeng.com/a/20151126/14092013\\_0.shtml](http://finance.ifeng.com/a/20151126/14092013_0.shtml)
- [3] Wang Shuowang. *Innovation of Resource Allocation Mechanism in the Construction of High - level Universities*[J]. Chongqing Higher Education Research,2015(3):20-27.
- [4] Zhu Yucheng. *The Supply - Side Reform of Higher Education from the Perspective of Government Function Transformation*[J]. Higher Education Research,2016(8):38-39.
- [5] Li Yuhua. *Research on Supply Side Reform of Higher Education in China*[J]. Education Exploration,2016(5):71-72.