

On the Development of School Run Enterprises under the Background of School Enterprise Reform in the New Era

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Abstract : In the new era, the enterprise system reform of colleges and universities is not only a major attempt to improve the modernization of the governance system and governance ability of colleges and universities, but also a necessary means to further stimulate the vitality of enterprises and promote scientific and technological innovation. Through the reform of schools and enterprises, we can realize the two-way benefits between colleges and enterprises. From the perspective of school enterprise reform in the new era, on the basis of combing the relevant reform background and significance, and puts forward effective countermeasures for the problems existing in the development of school run enterprises in the new era. The paper draws the following conclusions: cultivating a team of professional talents, injecting unique school and enterprise values, and creating a school and enterprise evaluation system with Chinese characteristics in the new era can effectively deal with the problems existing in the development of school run enterprises in the new era, so as to finally promote the connotation development of higher education.

Keywords: Reform; School run enterprises; Development; Countermeasure

1. Introduction

The development of school run enterprises in Colleges and universities is one of the indicators to measure the level of running colleges and universities, and the exploration of reform has been going on for many years. (Guo Fa ban [2018] No. 42) the introduction of the opinions shows that the school enterprise system reform is stronger, clearer, more strict and broader. The reform will be implemented in 2020 and will be implemented on a trial basis in 2018. In principle, the reform will be completed by the end of 2022. The content of the reform is simply to divide enterprises into three categories: shutdown and cancellation, decoupling and stripping, and retained operation. Under such a background, school run enterprises have completely transformed into market-oriented enterprises that can bear limited liability and operate independently, be responsible for their own profits and losses and pay taxes according to law, and are responsible for the preservation and appreciation of state-owned assets. Therefore, the reform of school enterprise system can realize the two-way benefit between colleges and enterprises.

2. Problems in the development of school run enterprises in the new era

Although colleges and universities will develop school run enterprises in the new era, and the reform of school enterprises is also advancing steadily, there will inevitably be some problems in the development of school run enterprises, which need to be further explored and solved in the reform.

2.1 The professional talent team must be gradually expanded

Since school run enterprises are a special type of state-owned enterprises, although the company law system in modern enterprises is applicable, most school run enterprises, such as asset management companies, are wholly state-owned enterprises. Their main leaders (Chairman, vice chairman, etc.) are appointed by the school, and leaders from school finance come to the enterprise as leaders, There will inevitably be some differences that need to be corrected in development planning. Under the enterprise accounting system mode of school run enterprises, the main purpose is to obtain economic benefits. How to maximize the profits of enterprises has become the core proposition of enterprise development. The vacancy of professional talents in enterprises has caused the lag of enterprise development, which is not conducive to further stimulate the vitality of enterprises and promote the improvement of business efficiency.

2.2 The behavior of school run enterprises needs to be further regulated

From the history of the development of schools and enterprises, there is no doubt that schools and enterprises naturally have the attribute of the brand of colleges and universities, which is also the difference between them and other enterprises. Even if schools and enterprises have achieved the separation of affairs and enterprises and clear rights and responsibilities, there are some unique social responsibilities that need to be undertaken together with colleges and universities. For example, compared with ordinary enterprises, school enterprises should contain more nature of serving public welfare. However, from the perspective of profit maximization of rational economic man, school run enterprises sometimes want to make use of the brand advantage of the beginning of the enterprise name named by colleges and universities to seek convenience in the market, and hope to build school run enterprises into modern

enterprises through new period systems such as the company law, so as to break away from the strong constraints of colleges and universities. This makes it easy for schools and enterprises to ignore their own brand attribute of colleges and universities and develop savagely. The reason why it is easy to lead to this result is more due to the opportunistic behavior caused by the weak sense of social responsibility of school run enterprises under the condition of incomplete market economy. Without an exclusive value system in line with the characteristics of university run enterprises and an exclusive micro market environment for schools and enterprises, some behaviors of schools and enterprises will be difficult to be effectively regulated.

2.3 The evaluation system of school run enterprises deserves further improvement

Since the implementation of the school run enterprise system reform in the new era, the vast majority of school enterprises have completed the restructuring, and the enterprises unrelated to the sustainable development of the school have been cleared, closed and decoupled. In particular, the closure of “zombie enterprises” that do not operate in essence has solved the outstanding historical problems of colleges and universities for many years. In the future, how to design a scientific, rigorous, effective and convenient evaluation system for university run enterprises in the new era to better guide and encourage the development of schools and enterprises has become another difficult problem of the times that needs to be explored.

3. Countermeasures to solve the development problems of school run enterprises

3.1 Cultivate professional talents and improve the professional level of managers

The development of enterprises is inseparable from the contribution of professionals. As a university run enterprise, it should strengthen the construction of professional talent team, hire experienced enterprise financial personnel, and the salary distribution should be appropriately inclined to the professionals who contribute to the enterprise, so as to reward and stimulate the work enthusiasm of professionals and further stimulate the vitality of enterprises. At the same time, as managers, if they are appointed by the school to the enterprise, they should also actively learn the knowledge of enterprise management and enterprise accounting, abandon the financial management mode of public institutions, transform the thought of financial management, and carry out financial management according to the market economy driven by the new concept of enterprise financial management, so as to promote the healthy and orderly development of the enterprise.

3.2 Inject unique values and standardize the behavior of school run enterprises

As we all know, corporate culture directly affects the strategic decision-making and development of enterprises. As a university run enterprise, in the process of development, it not only has the market-oriented values of maximizing economic profits, but also has the institutional characteristics of university administration. It is a special kind of enterprise. This requires the current society to establish a micro environment market that is in line with the unique characteristics of university run enterprises, and introduce a unique value concept that is in line with the unique characteristics of university run enterprises. This value should not only ensure that school run enterprises aim to earn reasonable profits, but also require schools and enterprises to undertake social responsibilities beyond ordinary enterprises and serve closely around the characteristics of “industry university research” integration. By implanting these values to guide the behavior of school enterprises, we can better standardize and develop school run enterprises.

3.3 Make good use of big data to create a school enterprise evaluation system with Chinese characteristics in the new era

After having professional talents and clarifying their unique values, university run enterprises should introduce a comprehensive performance evaluation system to evaluate and encourage the operation and development of university run enterprises on the basis of making good use of big data. The participation of digitization can give full play to the organizational behavior advantages of school run enterprises and effectively enlarge the synergy. By constructing the comprehensive performance index database of university run enterprises, a comprehensive performance evaluation system that can describe the characteristics of University enterprises is formed, so that the development of university run enterprises can be more data-based, visual and process-based, and finally create a school enterprise evaluation system with Chinese characteristics in the new era.

4. Conclusion

Colleges and universities play an important role in the rejuvenation and cultivation of the Chinese nation in the socialist modernization period. As a development sub module of colleges and universities, school run enterprises in Colleges and universities should properly deal with various problems encountered in the process of development, undertake the important responsibility of docking with the market in the form of enterprise organization, and return to the industry of serving colleges and universities, so as to finally promote the connotative development of higher education.

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