

# The Difficulties and Countermeasures of the Two-way Flow of Talents in Vocational Colleges and Enterprises under the Background of School-Enterprise Cooperation

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*Abstract: This paper expounds the background and current situation of the two-way flow of scientific research personnel between schools and enterprises, and puts forward the existing problems. The main problems include the hindrance of the flow of research personnel in universities, the low enthusiasm of research personnel to participate, and the low interest of enterprises in school-enterprise cooperation and personnel exchanges; in response to the problems existing in the research work of universities, countermeasures and suggestions are made for the flow of university researchers. Mainly include unblocking school-enterprise docking channels, actively promoting school-enterprise exchanges and cooperation, removing excessive restrictions on the status of university researchers, and encouraging university researchers to participate in school-enterprise cooperation flexibly.*

*Keywords: School-Enterprise Cooperation; Scientific Research Personnel; Two-Way Flow.*

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## 1. INTRODUCTION

Most of the teachers in higher vocational colleges are masters or doctors. They have a high level of knowledge, understand the frontiers of the industry, and have strong scientific research capabilities. Enterprise engineers are familiar with the needs of the enterprise and know the problems that the enterprise needs to solve. Establishing an effective two-way process will encourage teachers and engineers to form a close cooperative relationship, learn from each other, improve the development momentum of the industry, and promote the rapid development of the industry. Teachers in higher vocational colleges give full play to their theoretical advantages and teaching skills, and carry out employee training in enterprises, which is conducive to building a learning enterprise and accumulating energy for enterprise transformation and upgrading; teachers participate in enterprise scientific research projects and technical training research, solve enterprise technical problems, and promote enterprises Product structure transformation and upgrading. The effective two-way flow of

vocational teachers and corporate technical personnel is conducive to introducing real working environments and typical corporate cases into the classroom, integrating industry standards and job specifications into teaching, and improving the level of running schools and the quality of talent training in higher vocational colleges; companies are better Understand the higher vocational colleges, discover the role and advantages of higher vocational colleges relative to industry enterprises, and improve the influence of higher vocational colleges in industry enterprises and regions. The flow of teachers to the company for on-the-job internships can better grasp industry standards and corporate requirements, integrate teaching, and improve teaching; teachers keep close to the forefront of the industry, promote scientific research, improve technical service levels, and improve teacher professionalism. Improvement of integrated services. There is an effective two-way flow between schools and enterprises. Students are the biggest beneficiaries. They can experience the work situation of the enterprise brought about by the two-way flow in the classroom, learn to complete real production cases, understand the development of the industry, and effectively improve their professional capabilities. Promote employment. Enterprise technical personnel who teach in higher vocational colleges must use teachers' words and deeds to standardize themselves, which is conducive to improving humanistic quality; applying scientific research equipment in universities and forming a school-enterprise joint team with school teachers to carry out scientific research is conducive to improving the comprehensive quality of students Conducive to promoting the career improvement of enterprise engineers. With the development of higher vocational education, the two-way flow of schools and enterprises has become more and more important. Colleges and universities have also issued policies to encourage teachers to conduct research internships in enterprises, and use teachers' internships in enterprises as the basis for evaluation of professional titles. However, due to the constraints of objective conditions, the participation of enterprise personnel in teaching is mostly limited to the exchange and communication during the meeting, and the degree of mutual integration with teachers is not deep enough. Although the school-enterprise two-way flow has a certain foundation, most of it is only formal. The result is not significant<sup>[1-8]</sup>.

## **2. EXISTING PROBLEMS**

### **2.1 Scientific researchers have different status in Colleges and enterprises**

Staffing and management are ultimately controlled by the government. Judging from the current situation, the government's personnel system reform is relatively slow. Regarding the establishment of universities and the establishment of scientific research personnel, if scientific breakthroughs are not made, the establishment of universities themselves and the identity of scientific researchers will inevitably relax. Whether scientific researchers can communicate and interact flexibly is bound to be restricted by their organization, rather than free. There are still great obstacles to the identity of scientific researchers in universities, and they cannot flow freely. Generally speaking, scientific research personnel in universities are all staff members, which is the so-called business personnel. The prerequisite for talent mobility is to reform the personnel system and eliminate identity barriers. For example, the government issued a policy: "Scientific and technical personnel in universities and colleges can work part-time in the transformation of scientific and technological achievements in colleges and universities with the consent of the school. The retention period of personnel relations

shall not exceed 3 years in principle. This stipulation suffices to show that the flow of scientific research personnel in universities and the transformation of scientific achievements are affected. Strict restrictions. The general direction is controlled by the government, and the minor aspects are controlled by the school. Finally, scientific researchers cannot decide and choose by themselves. Therefore, the employment channels between universities and enterprises are not smooth.

## **2.2 Insufficient measures to mobilize motivation**

In the process of promoting the flow of scientific research personnel between schools and enterprises, universities have the problem of insufficient incentive mechanism. A key factor is that the reward mechanism established for researchers who play a key role in promotion is not perfect. The fundamental reason for the insufficient establishment of the reward mechanism is that it ignores the difference in the direction of the performance evaluation of scientific research personnel by universities and enterprises. This will result in a lack of motivation for scientific research activities between universities and enterprises. Incentive mechanism plays an important power function in modern society. The main characteristic of modern society is the gradual emergence of individualism, and everyone has the satisfaction of pursuing their own development. In the process of pursuing self-development, personal satisfaction in all aspects is a key factor. The same is true for enterprises, universities and other units involved in the case. Insufficient incentives and rewards will inevitably affect the enthusiasm of enterprises and universities and reduce the enthusiasm of scientific researchers to participate. The scientific research work of universities emphasizes the pursuit of knowledge and the publication of academic articles, adopting standardized research methods, and the results are presented in the form of scientific research papers. Provide enterprises with competitive products and obtain market profits. The competitiveness of scientific research products is mainly manifested in the technical content and timeliness of product input. In particular, the timeliness of investment in technology products, product income mainly comes from market share. For a long time, the market value of scientific research results has been neglected in the evaluation of scientific research results, leading to the failure of scientific research results to face enterprises and the market, and ultimately lead to insufficient supply of effective technology from universities to enterprises. Therefore, companies have lost interest in the exchange and interaction of scientific researchers in universities. In addition, the distribution of rewards in the design of incentive mechanism is not quite reasonable. There is a lack of special means for the distribution of contribution income, and the result is that there is no timely and effective compensation for actual contributions. On the contrary, it is the role of auxiliary functions that have achieved relatively rich benefits. This is not in line with the income distribution in the labor value distribution theory. Therefore, a more professional performance management system design should be adopted, so that university researchers can participate in school-enterprise cooperation in a comfortable way, communicate and interact, and get the rewards they deserve. It should not be just a contribution, and the corresponding rewards and incentives cannot keep up. This will inevitably dampen the enthusiasm of university researchers to participate in school-enterprise exchanges.

## **2.3 Lack of innovative management methods to serve colleges and Universities**

The performance of university administration lies in the design of hierarchical structure. This simple organizational structure is for ease of management, not for the output of better scientific research

results, nor for caring about scientific researchers and taking people first as a management concept. The bureaucratized administrative management system is a response to the implementation of administrative affairs. This is a conventional arrangement with fewer innovation activities. What is needed to deal with daily affairs is clear instructions. However, as a highly innovative organization, university scientific research institutions treat scientific research results as daily administrative affairs, which is unscientific and even wrong. The establishment of the management system of scientific research institutions in universities should serve scientific research and scientific research personnel, rather than management for management. Administrative management makes scientific researchers also have bureaucratic tendencies. Every scientific researcher is not proud of scientific research results, but proud of his administrative level. This is a malformed scientific research management system design, in which researchers will feel uncomfortable, because its true value has not been realized in the professional field. In school-enterprise cooperation, scientific researchers will not have much enthusiasm. Due to the restriction of the management system, every scientific researcher is dependent on his own job position and is unwilling to go out through school-enterprise exchange projects, because this will affect his work efficiency in scientific research institutions.

### **3. COUNTERMEASURES TO SOLVE THE PROBLEM OF SCHOOL ENTERPRISE FLOW**

#### **3.1 Smooth the docking channel between universities and enterprises**

A flexible and diverse employment mechanism is the key to breaking the bureaucracy. Breaking the basic organizational form of the bureaucracy is not the fundamental goal. The fundamental purpose is to enable university scientific research personnel to exert their utmost ingenuity and promote scientific and technological innovation in universities. The design of my country's public institution system has a strict auxiliary significance and played a decisive role in China's concentrated development of weak links in the early days of the founding of the People's Republic of my country. However, with technological innovation becoming the current top priority, the personnel system of public institutions should play a promoting role. The design of the personnel system should take the promotion of talent development as the ultimate goal, rather than forming a personal dependence relationship with the system design. The personal attachment relationship stems entirely from the bureaucratic design. In the design of the bureaucratic system, the horizontal and vertical network structure makes people tightly fixed in their posts. What people care about is how to transcend on the same level, but go to the next level. The flexible and diverse talent recruitment system includes that not only can university scientific research personnel go to enterprises to fill related positions, but also enterprise's cutting-edge technical talents can take certain positions in universities. The purpose of this is to better promote technological innovation activities, not only to promote the technological transformation of scientific research results of universities, but also to enter universities through enterprise technology and strengthen the interconnection between enterprises and universities. The entry of cutting-edge technology of enterprises into universities has a certain impact on the scientific research work and teaching content of universities. Because companies have a natural pursuit of cutting-edge technologies, companies can only maintain their position in market competition if they master cutting-edge technologies at all times. This is the ideal state of school-enterprise cooperation

and exchange in the future. At present, the cooperation between higher vocational colleges and enterprises to achieve mutual recruitment of talents is relatively successful, which is related to the closer ties between higher vocational colleges and the industry. However, colleges and universities above undergraduate level have not yet made a breakthrough, and talents only flow to enterprises in one direction. Even so, many obstacles still exist. It is very important to establish a diversified talent recruitment mechanism.

### **3.2 Actively promote win-win exchanges and cooperation between schools and enterprises**

Since talent training is a very long process, the time and money costs that need to be paid are quite huge, which contradicts the assumption that rational economic man pursues profit. In the process of implementing scientific research and school-enterprise cooperation in universities, school-enterprise cooperation has become a key factor restricting the flow of scientific research personnel in universities. The scientific research technology level of universities has not yet reached the technical content requirements of industry companies. The practical ability of university scientific research personnel needs to be strengthened urgently. It should not be limited to the stage of theoretical explanation, and cannot successfully complete the transformation of results in the stage of theoretical explanation. The system and mechanism for the joint training of talents between schools and enterprises has not yet been formed, and scientific research in universities is not very attractive to enterprises, and enterprises are unwilling to establish substantive joint relationships with scientific research institutions. Therefore, in the process of promoting school-enterprise cooperation, the government must not only improve the achievement level of scientific research personnel in universities, but also respect the interests of enterprises, and realize the smooth transformation of scientific research results through mutual cooperation and a good pattern of promoting scientific and technological progress. The process of innovation activities.

### **3.3 Opening up the identity of scientific researchers in Colleges and Universities**

In a sense, identity is now an act of giving employees a sense of belonging. However, as modern society has higher and higher requirements for informatization, the channels for obtaining information are becoming more and more diverse. Sticking to one place will limit the flexibility of vision and thinking. Especially for scientific researchers, high-label status restrictions make them lack the idea of going out, scientific research technology cannot communicate with the outside world, and the conversion efficiency of scientific research results is greatly reduced. suffer. The fundamental reason for the limited status of university researchers lies in the design of the personnel system. The design of the personnel system of public institutions depends on management efficiency, and the ultimate goal of the design of the personnel management system is to promote the development of talents. far away. For this reason, innovations should be made in the design of the personnel system for scientific researchers in universities. The purpose of innovation is to give full play to the capabilities of scientific researchers. An important aspect of the innovation of the personnel system of scientific research institutions in universities is to relax restrictions on the status of scientific researchers. It is also necessary to provide a more relaxed environment for university researchers. Encourage them to actively go out, communicate and cooperate with the outside world, share information platforms, and realize the free and smooth flow of scientific researchers between schools and enterprises under certain conditions.

### **3.4 Encourage university researchers to participate in university enterprise cooperation flexibly**

Scientific research institutions are gathering places of university wisdom, and the wisdom of scientific researchers should be basically respected. The scientific research achievements created by scientific researchers must first be protected by the school. On the basis of protecting scientific research achievements, universities should give full play to their organizational advantages and actively participate in the negotiation and cooperation between the government and enterprises. University scientific research institutions should provide good services to scientific researchers, actively seek out the technological needs of related industries, and provide scientific researchers with timely and effective information. In the stage of transformation of scientific and technological achievements, provide necessary patent protection knowledge support to scientific research personnel in universities so that they can obtain their due rights. Although the government, as the coordinator, is actively promoting the establishment of a school-enterprise scientific research personnel flow mechanism, the government is not a team of professionals in the field of science and technology. Government staff have a professional grasp of the periodicity of scientific and technological achievements and the regularity of scientific research. Lack of sexual characteristics. For this reason, universities, as organizations of scientific researchers, should actively communicate with the government.

## **4. CONCLUSION**

Scientific research institutions in universities are not very enthusiastic about the flow of scientific research personnel, and enterprises are not very receptive to scientific research personnel in universities. The government did not play the role of coordinator. The resulting transformation of scientific research results either died halfway or was a mere formality with little effect. For this reason, the author hopes that the corresponding solutions proposed in this article can provide some fruitful suggestions for better promoting the implementation of the flow of scientific research personnel in universities and forming a complete operating mechanism.

## **ACKNOWLEDGEMENTS**

This work was financially supported by the Social Science Research in Colleges and Universities in Jiangsu Province (2019SJA1375).

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