

*Original Paper*

An Analysis on the Path of Local Application-oriented  
Universities and Colleges Serving Rural Revitalization Strategy  
from the Perspective of New Quality Productive Forces

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**Abstract**

*With the in-depth implementation of Rural Revitalization Strategy, local application-oriented universities and colleges should play an important role in students' cultivation, scientific and technological innovation, social services, and other aspects. However, at present, local application-oriented universities and colleges are faced with many deficiencies and difficulties in supporting the strategy of rural revitalization. The research results show that there are some problems in local application-oriented universities and colleges, such as the lack of close connection between students' cultivation and rural revitalization needs, weakness in scientific and technological innovation ability, and imperfection of social service mechanisms. This paper takes new quality productive forces as the breakthrough point and clarifies its connotation and characteristics. At the same time, it analyzes the difficulties of local application-oriented universities and colleges in serving the strategy of rural revitalization, to explore the corresponding solution. To provide a reference for local application-oriented universities and colleges to better support Rural Revitalization Strategy, this paper puts forward the urgent need to renew the concept and the mode of student cultivation, optimize the layout of academic disciplines, and cultivate high-level innovative undergraduates through the deep integration of production, university, and research.*

**Keywords**

*local application-oriented universities and colleges, rural revitalization strategy, new quality productive forces*

## 1. Introduction

In September 2023, new quality productive forces were put forward. In December 2023, China's Central Economic Work Conference made it clear that it is necessary to promote industrial innovation through scientific and technological innovation, in particular, to foster new industries, new models, and new drivers with disruptive and cutting-edge technologies, and develop new quality productive forces. The 2024 Government Work Report once again proposed to accelerate the development of new quality productive forces, "give full play to the leading role of innovation, promote industrial innovation with scientific and technological innovation, accelerate the promotion of new industrialization, improve total factor productivity, constantly shape the development of new drivers and new advantages, and promote social productivity to achieve a new leap". From the introduction of the new quality productive forces to its development process, we can find that the essence of the new quality productive forces is the advanced productivity generated through technological innovation and industrial innovation and development. It has the characteristics of high quality and high efficiency, which can significantly improve total factor productivity and mark the great progress of social productivity (Jinling, Z. & Yang, L., 2024).

## 2. Connotation and Implication of New Quality Productive Forces

According to historical materialism, productive forces are the ability of human beings to transform and conquer nature, and the development of productive forces is the fundamental driving force and the final decisive force of social development (Xiping, H. & Lijuan, M., 2024). As a productive force closely related to "emerging industries" and "future industries", the new quality productive force involves a new field with high technology content, broad development prospects, and rich innovation drive, and is a productive force in which scientific and technological innovation plays a leading role in material production. Marx believes that productive forces include three elements: laborers, means of labor, and objects of labor. The new quality productive forces represent the evolution direction of advanced productive forces and put forward higher requirements in the three aspects of laborers, means of labor, and objects of labor. They have a strong momentum for development and can lead to the creation of a new era of social production.

### *2.1 Labors with Higher Quality Are the First Element of the New Quality Productive Forces*

Human beings are the most active and decisive factor in the productive forces, and the new quality productive forces put forward higher requirements for workers' knowledge and skills. Zheng, X., Jiaoyu, Z. (2024) said that to develop new quality productive forces, we need strategic talents who can lead the world's scientific and technological frontier, innovate, and create new production tools. It also needs application-oriented talents who can master the new quality means of production, have a multidimensional knowledge structure, and master the new production tools, including engineering and technical talents represented by excellent engineers and technical workers represented by artisans in

large countries.

### *2.2 The Means of Labor with Higher Technical Content Is the Power Source of the New Quality Productive Forces*

The strength of technological attributes of production tools is a significant sign of distinguishing new quality productive forces from traditional productivity. Hengbing, H. (2024) pointed out that the integrated application of a new generation of information technology, advanced manufacturing technology, and new material technology has given birth to a large number of new production tools that are smarter, more efficient, and safer, further liberating workers, weakening the restrictions of natural conditions on production activities, greatly expanding production space, and providing material conditions for the formation of new quality productivity. In particular, the wide application of non-physical production tools such as the industrial Internet and industrial software has greatly enriched the expression of production tools and promoted productive forces to a new level.

### *2.3 A Wider Range of Labor Objects Is the Material Basis of the New Quality of Productive Forces*

The object of labor is the basis and premise of production activities. Thanks to the extension of the breadth, depth, accuracy, and speed of scientific and technological innovation, the types and forms of labor objects have been greatly expanded. On the one hand, the means of obtaining material and energy from nature are more advanced, and the scope of utilizing and transforming nature extends to deep space, deep sea, deep earth, etc. On the other hand, human beings constantly create new material materials through labor and turn them into objects of labor, greatly increasing productivity.

Labor, means of labor, objects of labor, science and technology, management, and other factors are indispensable in the formation of productive forces. Only when the elements of productivity achieve efficient coordination, can more powerful productivity be unleashed. Driven by a series of new technologies, new quality productivity has led to the transformation and adjustment of production subjects, production tools, production objects, and production methods, and significantly improved the efficiency of resource allocation and total factor productivity (Xi Jinping Economic Thought Research Center, 2024).

## **3. The Characteristics of New Quality Productive Forces**

Wei, L., etc. (2024) revealed that in sharp contrast to the traditional productive forces, the new quality productive forces are advanced productive forces that play a leading role in innovation and break away from the traditional economic growth mode and productivity development path, with high-tech, high efficiency and high-quality characteristics.

### *3.1 Take Innovation as the First Driving Force to Form High-Tech Productivity*

Scientific and technological innovation has profoundly reshaped the basic elements of productive forces, spawned new industries and new forms of business, and promoted the evolution of productive forces to a higher and more advanced quality. New quality productivity refers to the productivity in

which scientific and technological innovation plays a leading role. We should take major scientific and technological innovation as the guide, promote the deep integration of the innovation chain, industrial chain, capital chain, and human resource chain, and accelerate the transformation of scientific and technological innovation achievements into real productive forces.

### *3.2 Take Strategic Emerging Industries and Future Industries as the Main Carrier to Form High-Efficiency Productivity*

Industry is the concrete manifestation of productivity change, and the continuous iterative upgrading of leading industries and pillar industries is an important support for productivity transition. As a new pillar and new track leading industrial upgrading and future development, strategic emerging industries and future industries are more efficient, with active innovation, technology-intensive, high-end value, and broad prospects, providing a huge space for the development and growth of new quality productivity.

### *3.3 Take a High Level of Dynamic Balance between New Supply and New Demand as the Purpose of Form High-Quality Productivity*

The effective matching of supply and demand is an important sign of the virtuous circle of social production. Social supply capacity and demand realization degree are restricted by the development of productive forces, relying on a high level of productive forces to achieve a high level of supply and demand dynamic balance. At present, the problem of “have or don’t have” issues in most areas of our country have been solved, and the problem of “good or not good” issues has become increasingly prominent, objectively requiring the formation of a new balance of demand traction supply and supply to create demand. On the one hand, new demand puts higher requirements on the upgrading of supply, pulls and stimulates new supply, and leverages the jump in productivity. On the other hand, the new supply based on the formation of new quality productive forces can provide more high-quality, high-performance, high reliability, high safety, and high environmental protection products and services to better meet and create effective demand (Yong, W., 2024).

## **4. The Difficulties of Local Application-Oriented Universities and Colleges in Supporting the Strategy of Rural Revitalization**

In recent years, newly-established universities and colleges have continuously expanded the breadth and depth of cooperation among industry, university, and research, which has fundamentally changed the pattern of higher education in China, and also provided important intellectual support and talent support for regional economic and social development. However, at present, the overall strength of newly-built universities and colleges is not strong, and there are some outstanding problems in running schools, such as unclear positioning and development goals, and insufficient ability to serve local governments.

#### *4.1 Students' Cultivation Is Not Closely Aligned with the Needs of Rural Revitalization*

Currently, local application-oriented undergraduate universities and colleges still have the problem that the students' cultivation is not closely connected with the needs of rural revitalization. This is mainly reflected in the disconnection between curriculum setting, professional setting, and practical teaching and the actual needs of rural revitalization, resulting in the difficulty of training talents to meet the needs of rural revitalization (Song, H. & Baoge, Z., 2018).

#### *4.2 Weak Capacity for Scientific and Technological Innovation*

Scientific and technological innovation is an important driving force for rural revitalization. However, at present, the scientific and technological innovation ability of local application-oriented universities and colleges is generally not strong, and the lack of high-level scientific research results and scientific and technological innovation teams make it difficult to provide powerful scientific and technological support for rural revitalization (Meiqun, H. & Mengyao, X., 2024).

#### *4.3 Imperfection of Social Service Mechanism*

The imperfect social service mechanism of local application-oriented universities and colleges is a prominent problem in the strategy of serving rural revitalization. This is mainly reflected in the lack of cooperation mechanisms with local governments, enterprises, and other institutions, and it is difficult to form an effective social service network (Meiqun, H. & Mengyao, X., 2024).

### **5. The Path of Local Application-Oriented Universities and Colleges to Support the Rural Revitalization Strategy**

The new quality productive forces call for a new type of laborer. Local application-oriented universities and colleges, as a bridge and link to transfer students to emerging industries and future industries, play a key role in the process of developing new quality productivity. Zhang Jun (2024) proposed that higher education, as a key convergence point for the smooth virtuous cycle of education, science and technology, and talents, is a basic link to promote the development of socially productive forces, and must contribute to the new era of higher education to accelerate the development of new quality productive forces (Jun, Z., 2024).

#### *5.1 Updating the Concept and Model of Student Cultivation*

At present, the new round of industrial revolution and scientific and technological revolution has profoundly changed the way of production, education, and learning of mankind. Every transformation of The Times will force the transformation of knowledge and the renewal of ideas. Therefore, in the context of the current new quality productivity, how establishing a new talent training concept with a higher position has become an important challenge for the rural revitalization strategy of universities and colleges. Given this, local application-oriented universities and colleges should deepen the reform of students' cultivation mode to provide high-quality talent support for the rural revitalization strategy. The new quality productive forces need a large number of new high-quality talents who have relatively

high-tech cultural quality and information literacy, can comprehensively use various cutting-edge technologies, and master various new production tools. This requires local application-oriented universities and colleges to focus on promoting the reform of educational ideas, models, contents, and methods, and build a high-quality talent training system; focus on cultivating students' innovative thinking, scientific literacy, and organizational ability, and constantly update the course content to reflect the latest academic research and industry development; create a problem-oriented, capability-oriented practice and innovation education system to temper students' experimental practice and innovation ability.

### *5.2 Optimizing the Layout of Academic Disciplines in Higher Education*

The report to the 20<sup>th</sup> National Congress of the Communist Party of China proposed to build world-class universities and competitive disciplines with Chinese characteristics. We should pay attention to the development of basic disciplines, emerging disciplines, and frontier disciplines while attaching importance to traditional superior disciplines. To solve the problem of a “stuck neck”, we must rely on original innovation and the development of cross-emerging disciplines. Only by continuously strengthening basic research and promoting interdisciplinary integration can we lay the foundation for core technological breakthroughs and original innovative research results, and help China to become a world scientific and technological power. New-quality productivity is a new type of high-quality productive forces that represent new technologies, create new value, adapts to new industries, and reshapes new driving forces. Because of this, local application-oriented universities and colleges should closely focus on the demand for new quality productivity, constantly optimize and adjust the layout of disciplines and specialties according to the construction needs of rural revitalization, adapt to the changes in the total and structure of the talent market demand for accelerating the formation of new quality productive forces, implement the adjustment and optimization of professional structure and upgrade the connotation, and improve the matching degree of students cultivation and social needs. It is necessary to actively explore the subject specialty setting and curriculum system that adapt to the development of emerging technologies and industries, and invest the main resources in the growth of disciplines such as future disciplines and interdisciplinary disciplines that help the growth of new quality productivity.

### *5.3 Cultivating High-Level Innovative Talents through the Deep Integration of Industry, University and Research*

Accelerating the implementation of the rural revitalization strategy requires a large number of innovative, application-oriented, and interdisciplinary talents who can adapt to the development of new quality productive forces. Therefore, to help rural revitalization, it is necessary to vigorously intervene in new quality productivity factors and accelerate the modernization of agriculture and rural areas. Therefore, local application-oriented undergraduate colleges should further strengthen the in-depth integration of production, study, and research and upgrade the quality. To be specific, the first is to

establish and improve the learning and skill training system to meet the requirements of industrial development, cultivate a group of compound talents who master emerging technologies and understand the real industrial operation around industrial development, and form a new system of talent training with deep integration of industry, university and research and complete and continuous. The second is to break through the barriers of universities, enterprises, and research institutes, accelerate the transformation and application of scientific and technological achievements, and constantly create a high-level innovative talent training ecology with the deep integration of innovation chain, industrial chain, talent chain, policy chain, and capital chain.

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