

Original Paper

Service Operations Management and Administrative Efficiency of a Technology University in Guangdong China

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Abstract

Service operation management has a significant impact on administrative efficiency. In a science and technology university in Guangdong Province, the diversity and complexity of service demand have a direct impact on the allocation of administrative resources. For example, with the increasing emphasis on scientific research services, more administrative resources are needed to optimize the process of scientific research equipment procurement and scientific research fund management. In terms of teaching services, if the school decides to carry out a new characteristic curriculum, the administration needs to allocate resources to arrange suitable classrooms and provide appropriate teaching equipment. This kind of demand change in service operation and management always tests the rationality and timeliness of resource allocation of administrative departments. If the administrative departments cannot efficiently adjust resource allocation according to service needs, it will lead to bottlenecks in service operation and affect the overall quality of teaching and scientific research services. The efficiency of administrative management also has a negative effect on service operation management. Efficient administrative management can bring positive promoting effect to service operation management.

Keywords

Service operation management, Administrative efficiency, Technology university

1. Introduction

To a considerable extent, service operation management has a significant impact on the efficiency of administrative management that cannot be ignored. As far as technical universities are concerned, their internal service needs show the double characteristics of diversity and complexity, which is directly related to the allocation of administrative resources. From the dimension of scientific research service,

under the current educational environment, technical universities attach increasing importance to scientific research. This means that in terms of service operation and management, the requirements of scientific research services have also increased. For example, in the optimization of scientific research equipment procurement process, the administrative department needs to invest more resources to sort out all aspects of the process to ensure that the procurement process not only conforms to the financial regulations of the university, but also efficiently meets the needs of scientific researchers. Another example is the management of scientific research funds, the administrative department should rationally arrange resources and establish a sound fund management system to ensure the rational use, safety supervision and efficient allocation of scientific research funds. In the field of teaching service, when schools make the decision to carry out new characteristic courses, the administrative departments in service operation management are faced with the task of resource allocation. They need to reasonably arrange suitable classrooms according to the nature, scale and special requirements of the course, which involves the size, location and facilities of the classroom. At the same time, it is also necessary to provide matching teaching equipment, from basic teaching tools to advanced multimedia equipment. The administrative department needs to carefully deploy resources to meet the teaching needs. The dynamic change of demand in the process of service operation management tests the rationality and timeliness of resource allocation of administrative departments all the time. Once the administrative department can not adjust the resource allocation efficiently according to the change of service demand, the service operation management will inevitably encounter a bottleneck, which will have a negative impact on the overall teaching and research service quality.

The efficiency of administrative management also has a negative effect on service operation management. Efficient administration is a powerful engine that can provide positive impetus to service operations management. Take the application of teacher teaching resources as an example, an efficient administration can handle the application of teacher quickly and methodically. Whether it is conventional teaching equipment, such as projectors, laboratory equipment, or special teaching materials, the administration can meet the needs of teachers in a timely manner, thus effectively improving the quality of teaching services. From the perspective of student services, the positive impact of efficient administrative decisions is also evident. For example, in terms of improving the conditions of student dormitories, efficient administrative departments can quickly make decisions and put them into action, timely update the hardware facilities of the dormitories, or optimize the management services of the dormitories. In terms of catering services, the administrative department can promote the school catering department to improve the quality of dishes and optimize the dining environment through efficient management. However, if the administration is inefficient in dealing with issues related to student career services, it is highly likely to cause obstacles to the connection between enterprises and students. For example, the company's recruitment information can not be timely communicated to students, or the students' job search materials can not be timely feedback to the company, which will affect the employment opportunities of students, and thus adversely affect the

effect of the operation and management of the entire student service.

2. Service Operation Management

2.1 Teaching Service Management

Service operation management is a complex system covering many aspects, among which teaching service management is particularly key. Curriculum setting and arrangement is one of the core elements of teaching service management. Reasonable curriculum should consider the development trend of the subject, the market demand and the cultivation of students' comprehensive quality. For example, in addition to basic programming courses, computer-related majors should also set up courses in cutting-edge fields such as artificial intelligence and big data to meet the needs of the rapid development of the science and technology industry. At the same time, the curriculum arrangement should pay attention to coherence and rationality, so as to avoid the situation of curriculum conflict or excessive learning burden of students.

Teaching resource allocation is also an indispensable part of teaching service management. The allocation of teachers directly affects the quality of teaching. For key disciplines and popular majors, teachers with rich teaching experience and scientific research ability should be equipped. For example, in electronic engineering, senior teachers are able to impart more in-depth theoretical knowledge and practical experience. Equipment resources are equally important, and the updating and maintenance of laboratory equipment is related to the cultivation of students' practical operation ability. The laboratory of mechanical engineering needs to be equipped with advanced CNC machine tools and other equipment to meet the needs of students' curriculum experiments and graduation design.

2.2 Student Service Management

In terms of student service management, the admissions service process is the first step for students to establish contact with the school. A clear and convenient admissions process can attract more quality students. Starting from the recruitment publicity, it is necessary to accurately convey the professional characteristics of the school, teachers and other information. Online and offline consulting services should answer questions of candidates and parents in a timely manner.

Student life service is also an important factor affecting students' school experience. The comfort and safety of the dormitory environment as well as the quality of catering services need to be paid attention to. Comfortable dormitory environment is conducive to students' study and rest, and safety management can make students and parents rest assured. In terms of catering, providing diversified and nutritionally balanced dishes can meet the tastes of different students.

Career guidance and service play an important role in student service management. With the increasing competition in the job market, schools need to provide students with comprehensive career guidance. It should include career planning courses to help students define their career direction, organize job fairs to provide more job opportunities for students and carry out job-hunting skills training, such as resume preparation and interview skills to improve students' employment competitiveness.

2.3 The Significance of University's Service Management

(1) It is helpful to make up for the shortcomings of the previous teaching management. At present, many teaching management methods in the technology university in Guang Dong can not reflect the real teaching effect. Taking teaching quality evaluation as an example, in the previous evaluation model, students' examination results were the only indicator to assess students' academic performance, and were regarded as the main criteria for many excellent evaluation awards, but this obviously did not meet the requirements of students' all-round development. For the optimization of teaching management service system, we can apply big data, set corresponding evaluation standards, and record them in time, and finally form the growth curve and comprehensive ability curve of students. Through this data, we can timely analyze the development level of students and find the deficiencies in teaching management, which is of great significance for improving the evaluation system and promoting the healthy growth of students.

(2) Teaching management is the core of higher education management, so it is necessary to work out measures and standards for teaching management from a global perspective. However, because some schools do not pay enough attention to teaching management and have limited understanding of students, they adopt unified evaluation standards in assessment, which results in formalization problems in teaching management in many cases, resulting in low teaching quality of teachers and low enthusiasm and initiative of students in learning and participating in activities. At the same time, because the professional ability and quality of teaching management workers are not high, they can not understand teaching management scientifically, and there are some formal problems in teaching management, which teachers themselves are not aware of, but unconsciously delay the teaching progress and management. The optimization of the teaching management service system can coordinate the teaching work in an efficient and scientific way, so as to effectively monitor the quality management process and comprehensively improve the quality and effect of its management.

(3) With the change of social development and job demand, the previous educational management ideas, teaching modes and teaching contents cannot better adapt to the new requirements under the new situation. Therefore, The technology university in Guang Dong have to update the ideas and optimize the teaching management, so as to promote the improvement of the overall quality of students. In this process, teaching reform is an important content, and in order to promote the deepening of teaching reform, school teaching management must also keep pace with the times, which is an important way to promote the improvement of teaching quality.

(4) It is helpful to adapt to the deepening of teaching reform. The content of teaching management in the technology university in Guang Dong is relatively complex and involves a wide range of scope. In order to promote the smooth development of teaching reform, we should attach importance to innovation and adjustment in the ways and methods of teaching management, so as to promote the improvement of teaching operation mechanism and promote the improvement of teaching quality.

3. Administrative Efficiency

3.1 Administrative Structure

At this science and technology university in Guangdong province, the administrative structure is like a sophisticated machine, with various departments performing their own duties and cooperating with each other. For example, the academic affairs office is responsible for the management of teaching-related affairs, including curriculum arrangement, examination organization, etc. The student affairs office focuses on the daily management of students, such as the ideological and political education of students, the evaluation of grants and other work. The logistics department undertakes the basic security work of the campus, such as campus cleaning, water and electricity supply. Collaboration between various departments is also crucial, when the school is going to hold a large event, the academic affairs office, the student affairs office and the logistics department need to work together to ensure the smooth running of the event.

3.2 Administrative Decision-making Process

The administrative decision-making process is directly related to the development direction and efficiency of the school. The speed and accuracy of decision making are important indicators to measure this process. In terms of speed, when the school is faced with some emergencies, such as responding to sudden public health events or the damage of natural disasters to campus facilities, it needs to make quick decisions. For example, quick decisions include whether to suspend classes, how to organize student evacuations, and how to deploy resources to repair campus facilities. In terms of accuracy, when the school wants to make a major decision on discipline construction, it needs to conduct sufficient research, including the consideration of market demand, discipline development trend, the school's own resources and other aspects, so as to ensure the accuracy of the decision and avoid the waste of resources.

3.3 Resource Management Efficiency

The management and use of funds is an important embodiment of the efficiency of resource management. The school's funding comes from a variety of sources, including government grants, research project funds, and social donations. It is important to allocate these funds properly, for example, it includes ensuring adequate funding for teaching and research to improve the quality of teaching and research in schools. For the construction and maintenance management of campus facilities, it is related to the hardware environment of the school. The school needs to maintain teaching buildings, laboratories, libraries and other facilities on a regular basis. When building new facilities, it is necessary to make a good plan to ensure that the new facilities meet the development needs of the school, and strictly control the cost during the construction process to improve the efficiency of the use of funds.

3.4 The Significance of University Administration

(1) A good image can not only increase the number of students, but also enhance the core competitiveness of the technology university in Guang Dong, which plays a vital role in the

development of the technology university. The technology university can build a good image by improving the efficiency of administrative management. First of all, the administrative department of the technology university is the core department, which is directly related to the quality of teaching service of the technology university. In this case, strengthening the administrative management of the technology university can improve the quality of internal work, thus creating a good image for the technology university and promoting the rapid development of the technology university. Secondly, improving the efficiency of administrative management can make the technology university win in the fierce competition among peers, so as to improve their competitiveness and promote the rapid development of the technology university.

(2) In the background of the rapid development of China's social economy, the rapid development of the education industry, so that education management has become more and more important, in this case, the technology university to strengthen administrative management can help establish a scientific management system, mainly reflecting the following two aspects: on the one hand, at present, all the technology university have begun to streamline. In this case, administrative management can solve the problems existing in the development of the technology university in time to ensure the smooth promotion of internal education activities. On the other hand, through administrative management, the purpose of running a college can be vividly demonstrated, so as to ensure that the technology university establish correct management consciousness, improve the efficiency of administrative management, and promote the rapid development of the technology university.

4. The Problems Existing in Service Operations Management

(1) It is difficult to divest assets. As a result, when participating in market competition, service entities can only rely on the assets of the technology university to carry out production, operation and service management. In case of problems, the technology university in Guang Dong need to bear corresponding responsibilities, and poor operation of service entities will cause damage to state-owned assets. At the same time, the technology university have not made a clear division of assets. Due to the lack of scientific and reasonable entity property rights system and independent legal person registration, service entities cannot sign contracts with legal persons in society, and thus cannot obtain bank loans. These problems are caused by the difficulty of stripping off the assets of the university's service management, and there are many reasons for this problem. On the one hand, the definition of the assets of the university is not clear, and it can not be evaluated and stripped. On the other hand, government departments have not provided corresponding policies to guide the technology university to divest assets.

(2) In the process of the operation of the traditional service management system of the technology university in Guang Dong, the technology university usually interfere excessively in the daily operation of service entities due to restrictive factors such as institutional mechanisms. The main reasons are as follows: First, under the traditional service management mode for a long time, the

technology university have formed the habitual thinking that the service management department is one of their own administrative departments, and the relevant management personnel are appointed by the technology university, so the service entities do not have their own operational autonomy. The second is unwillingness to give up high profits. Service entities of the technology university can basically achieve very significant profits. the technology university regard them as an important tool for economic income generation and constantly put forward requirements for high-quality services and saving funds, but they are unwilling to give sufficient development support, which leads to the lack of development momentum for service entities and makes it difficult to reform the socialization model. Third, service entities do not have operational autonomy. Due to the lack of clear division of logistics assets in the technology university, the service entity lacks independent legal rights and interests, and also lacks the ability to operate independently, and must rely on the allocation of the technology university to continue to operate.

5. The Problems Existing in the Administrative Management Efficiency of Universities

(1) The management concept is not advanced enough, and the management method is lagging behind. The idea of administrative management is the key factor that directly affects the effectiveness of management. At present, the technology university in Guang Dong have carried out a series of theoretical innovations in administrative management, and have carried out a positive attitude to rebuild their own management idea. However, under the influence of traditional thinking, it is still common to take the government and policy as its own management concept in the current administration of the technology university, which leads to the great influence of government behavior on the management activities of schools. In addition, some universities are affected by many factors in the process of administrative management, and have not formed an independent idea of administrative management. It can be learned from the past work that when any management activity is unable to be independent in management thinking and management concept, the internal motivation of management activities will be missing. In the long run, it will inevitably make all management activities passively promoted, and management efficiency naturally cannot be improved. In view of this, relevant the technology university should give priority to the independence and spontaneity of their own management activities when constructing their own administrative management concepts in the future, and form a self-consistent management logic on this basis, so as to create a relatively relaxed and suitable environment for academic development and the improvement of teaching level. From the perspective of management methods, at present, Chinese the technology university do not pay enough attention to the value of modern information technology in the process of promoting administrative management, and still adopt traditional management methods to transfer and share information. Information is one of the most important elements in all kinds of management activities. If the efficiency of transmission and sharing is too low, the overall efficiency of management activities will be difficult to improve. At present, although China's the technology university have generally

established information systems, the application of administrative personnel is limited to simple data statistics, and the lack of proficiency in system operation has greatly hindered the improvement of management efficiency and even increased the burden of management. In addition, the university did not integrate the system according to the overall management needs when the administrative management system was established, resulting in different management departments having their own independent management systems, which seriously affected the sharing of management information.

(2) The management organization structure is rigid, and the overall quality of personnel needs to be improved. Due to the particularity of the process of development in the university, a large number of non-management factors are inevitably included in the stage of the corresponding administrative organization and the design, which is difficult to optimize thoroughly. As a result, the current administrative organization in the university is complicated and heavy, which is not conducive to the role of creative thinking. At present, when the university sets up administrative management organizations, there will be multiple levels of the same part of the joint management of the same affairs, this situation is bound to make the management work in the unclear power, responsibility, multi-leader and mutual responsibility phenomenon. For example, the postgraduate examination, the graduate office of the school, the academic affairs office and the secondary school need to participate in it, and the formation of corresponding decisions often requires multiple departments to negotiate. How to divide the responsibilities of each department, the university is still not fully clarified, and the lagging phenomenon of management work is particularly serious. In the follow-up work stage, it is necessary for relevant universities to fully coordinate and control these factors and promote the comprehensive optimization of the existing management organization structure. In addition to the management organization, the quality of personnel is also an important factor affecting the effectiveness of management. The technology university in Guang Dong are non-profit institutions with weak correlation with economy and market, and the main management effectiveness evaluation indicators are academic level and teaching level. As assessment indicators, these indicators have significant lag characteristics, which leads to weak motivation for managers to actively improve their own quality.

(3) The assessment system is not perfect, and the supervision is weak. The construction of assessment system is the core means to evaluate the quality of administrative work. In the administrative activities of the technology university in Guang Dong, the corresponding management system is generally constructed from the perspectives of morality, ability, performance and attendance. Although these assessment indicators can reflect the individual's competence in a more comprehensive way in theory, there are problems that are difficult to quantify and accurately describe in practice, and the indicators are greatly affected by subjective factors in the evaluation process, which will eventually be inevitable. The formalization of assessment work can not reflect the real face of administrative management activities. At the same time, the assessment system is closely related to the construction of the reward and punishment mechanism. When the assessment system fails to give full play to the effectiveness of the evaluation of administrative management, the reward and punishment mechanism will become

ineffective, resulting in little reward for good performers and little punishment for poor performers, which is difficult to effectively mobilize the enthusiasm and initiative of administrative personnel. In addition, the administrative supervision department of the technology university is an important department to ensure the assessment and reward and punishment mechanism to play a role, but at present, the technology university are not enthusiastic enough to set up supervision departments, and even do not supervise and manage various administrative activities. In addition, reasonable supervision can prevent the problem of inadequate administrative management, but the technology university that have established a supervision system still focus on post-supervision in their work, and it is difficult to prevent various risks that are prone to occur in college administrative management.

6. The Promotion Strategies

6.1 Promotion Strategy in Service Operation Management

In the aspect of teaching service management, the process of curriculum setting and arrangement can be re-examined. For example, we should conduct in-depth research on market demand and students' interests, adjust the course structure according to the research results, increase the proportion of popular professional courses, and reduce the setting of outdated courses. For the teaching resource allocation process, establish a scientific evaluation system, regularly evaluate whether the distribution of teachers is reasonable, whether the equipment meets the teaching needs, and timely allocate resources according to the evaluation results to ensure the efficient use of teaching resources. In terms of student service management, optimize the enrollment service process, such as establishing an online one-stop enrollment service platform, integrating registration, consultation, admission notification and other functions to improve the efficiency and accuracy of enrollment work. At the same time, improve the student life service process, such as the use of intelligent dormitory management system, convenient for students to apply for repair, inquire dormitory fees. In catering services, big data is used to analyze students' dietary preferences and optimize menus and serving times. In terms of employment guidance and services, a complete service chain from career planning courses to enterprise internship recommendation to employment tracking has been constructed, and the process of each link has been refined, such as holding regular career planning lectures, increasing the number of internship positions in cooperation with enterprises, and establishing a feedback mechanism for graduates' employment. Learning from international advanced education service concepts, such as student-centered service concepts. In the teaching service, emphasis is placed on personalized teaching, and different teaching plans are formulated according to each student's learning progress and ability. In the student service management, we pay attention to students' sense of experience, and provide a full range of caring services from students' admission to graduation. For example, the establishment of a special student service hotline, at any time to answer students in the study, life, employment and other question. It should carry out student satisfaction survey and continuously improve service quality according to survey results.

6.2 Promotion Strategy in Administrative Efficiency

It should organize the structure of administrative departments, remove redundant departments and posts, and clarify the core functions of each department. For example, simplify the financial reimbursement process, reduce unnecessary approval links, formulate clear reimbursement standards and process guidelines, realize online reimbursement through information systems, and improve reimbursement efficiency. In terms of administrative decision-making process, a rapid decision-making mechanism should be established. For general affairs, grassroots managers should be given certain decision-making rights to avoid decision-making delay caused by multi-level reporting. At the same time, the process and time node of major decisions are clarified, and the decision-making efficiency is improved through multi-department joint meetings.

It should carry out professional training for administrative personnel, including administrative knowledge, information technology application, and communication skills, which can improve the familiarity of administrative personnel with administrative processes, so that they can skillfully use office software and information management system, so as to improve work efficiency. For example, it includes organizing administrative staff to participate in office automation software training, mastering document processing, and data statistical analysis. It should carry out communication skills training to improve the efficiency of communication between administrative staff, teachers, students and departments, and reduce work delays caused by miscommunication.

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