

# The Integration of People-oriented Concept in University Education Management

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## Abstract:

With the continuous advancement of China's education reform, college education management is also paying more and more attention to the development of students' personalities, attaching importance to training students' ability to find problems, analyze problems, and solve problems, constantly improving students' self-management ability, and cultivating outstanding talents with high comprehensive quality and strong professional ability. The concept of people-oriented education emphasizes respect for students' differences, seeing each student's advantages, developing each student's potential, and ultimately promoting their all-round development. This paper discusses the significance of integrating the people-oriented concept into the educational management of colleges and universities, reviews the practical needs and principles of integrating the people-oriented concept into the educational management of colleges and universities, and puts forward specific integration strategies.

## Keywords:

Universities  
Educational management  
People-oriented  
Fusion of ideas

*Online publication:* February 26, 2025

## 1. The significance of integrating the people-oriented concept into the university education management

- (1) Being people-oriented is an essential requirement of higher education management

The traditional education concept has a profound influence on the concept of university education management. Whether it is classroom teaching or student management, students are in a passive

position, which limits the development of their innovative thinking and independent ability. In the context of quality-oriented education reform, the people-oriented management concept fully respects the principal role of students. Both teaching methods and management activities are based on the actual needs of students, giving students sufficient space for development, and comprehensively improving their comprehensive

quality and professional ability<sup>[1]</sup>.

- (2) People-oriented is the realistic demand of constructing a harmonious campus

College students are active, innovative, brave to accept new things and new ideas, and have a strong sense of self. Therefore, colleges and universities should innovate the traditional management mode, actively reform, and optimize the concept of education management, focus on the actual demands of students, build a good relationship between teachers and students and a harmonious campus culture, and achieve long-term and stable development of colleges and universities.

- (3) People-oriented is an important prerequisite for the harmonious development of society

“Strong country with talents” is an important strategic goal of China, talents are to improve China’s competitive advantage in the international community, and universities are at the forefront of training outstanding talents. Therefore, adhering to the people-oriented management concept, fully respecting the basic law of talent development, promoting the all-round development of students, and training high-quality talents are important aspects of colleges and universities to make contributions to the social development of the country<sup>[2]</sup>.

## 2. The practical needs of university education management integration of people-oriented concept

College education management is an important means to ensure the quality of talent training and realize the sustainable development of colleges and universities. However, under the actual situation, there is still much room for improvement in the specific management work, and there is a natural and realistic demand for integrating the people-oriented management concept, which is mainly reflected in the following aspects:

- (1) The consciousness of people-oriented in the educational management of some colleges and universities is relatively weak

Although it is of great significance to

integrate the concept of people-oriented into the educational management of colleges and universities, there are still quite a few colleges and universities that are unable to realize the necessity of people-oriented. For example, they pay too much attention to the implementation of teachers’ teaching plans and ignore the actual needs of students. Teachers blindly pursue teaching progress, ignoring students’ basic abilities and so on. This management mode puts students in a passive position, weakens their learning initiative and enthusiasm, and is not conducive to the improvement of students’ independent exploration ability and innovation abilities.

- (2) The people-oriented concept is not fully integrated into the educational management system of colleges and universities<sup>[3]</sup>

The people-oriented concept is related to the quality and sustainable development of university education management. Integrating the people-oriented concept can create a harmonious and democratic atmosphere for talent training. However, at present, in some college education management work, the integration of the people-oriented concept is still superficial. Neither the specific education management system nor the daily education management work can meet the personalized development needs of students, which is not conducive to the improvement of students’ innovative and practical abilities. The current educational management system is dominated by “task,” and little communication and insufficient information is shared among various functional departments in the school, which fails to meet the actual needs of students with active thoughts efficiently and with high quality.

- (3) The comprehensive quality of educational administrators still has a large room for improvement

The comprehensive quality and professional skills of educational administrators themselves will have a direct impact on the effect of educational management, and the comprehensive

quality of educational administrators includes ideological cognition, management ability, basic cognition of education, teaching ability, etc. Although some educational administrators in colleges and universities have excellent teaching ability and management ability, their concepts of educational management are still relatively backward. Educators unable to deeply understand the significance of the people-oriented concept, unable to better adapt to the current humanistic education management mode of colleges and universities, which directly affects the educational management effect of schools <sup>[4]</sup>.

### **3. The principle of integrating the people-oriented concept into the educational management of colleges and universities**

To integrate the people-oriented concept into the university education management work, we need to follow the following principles:

(1) The guiding principle

The so-called guiding principle refers to the cultivation of students' independent learning ability, self-management ability, and social adaptability. The people-oriented concept should be integrated into the educational management work to truly think about their actual needs from the perspective of students, fully respect the principal position of students, guide and motivate students to actively explore knowledge, and cultivate good independent thinking habits. Educators need to improve their autonomous learning ability, under the guidance of the people-oriented management concept, educational administrators can provide students with correct moral, life values and world outlook, and guide students to correct life attitude, including learning attitude and academic attitude. Teachers help students develop reasonable study plans, improve their time management ability, and better cope with study pressure and life problems <sup>[5]</sup>.

(2) The principle of difference

The so-called difference principle is to provide students with more targeted education management services based on their characteristics and actual conditions, which is essentially the embodiment of respect for students' differences. College students have great differences in knowledge level, learning ability, interests, and hobbies. College education administrators follow the principle of diversity and face different students with different learning styles and ways of thinking, which can help them better understand the needs of each student, formulate personalized education management strategies according to their learning needs, and stimulate their learning enthusiasm. Daily education management adopts a hierarchical management mode to provide appropriate educational resource support for students at each level, pay attention to students' personality development and ideological problems, and help each student to better develop their ability and value, improve their comprehensive quality and learning initiative.

(3) The principle of subjectivity is also the core principle of integrating the people-oriented concept into the education management of colleges and universities

Only by stimulating the drive of students can they improve their learning enthusiasm and initiative, and regard students as independent subjects, and fully respect their choices and decisions. Respect for students is an effective means to stimulate their drive. College students are already adults who can assume corresponding responsibilities and college education administrators should provide students with sufficient autonomy to choose. Under the guidance of the principle of subjectivity, the educational management mode of colleges and universities should be more flexible and open, weaken the characteristics of coercion, discipline and constraint in the concept of "management," and give students more freedom of expression and creation. With that students can improve their enthusiasm to participate in learning and

promote their independent development <sup>[6]</sup>.

#### **4. The strategy of integrating the people-oriented concept into the educational management of colleges and universities**

In the university education management work, educators can integrate the people-oriented concept from the following aspects to improve the quality of education management work.

##### **4.1. Respect students' subjectivity and integrate the people-oriented concept into daily work**

College education administrators should integrate the concept of people-oriented into daily work, fully respect the main role of students in study and life, face up to the differences among students, and see the needs of individual students and groups. Specific work needs to pay attention to the following aspects:

- (1) The university education management personnel should change the concept, change the way of work and work attitude

Educational administrators should return the management rights of students to students and improve students' self-management ability. For example, in terms of professional principles, colleges and universities try to reduce the restrictions on changing majors and give students more opportunities to choose professional courses according to their interests <sup>[7]</sup>. The corresponding professional courses can also be set up for students to choose, establish a mutual selection mechanism among course teachers, professional courses and students, so that students can independently choose their favorite professional courses and teachers, and college education administrators guide students to make reasonable choices without affecting others and normal professional learning to create a more free and relaxed learning atmosphere for students.

- (2) The principle that students are the first subject is always adhered to in the teaching process  
Professional teachers and counselors can actively communicate with students after class to understand their difficulties in learning

and help them solve the puzzles in life <sup>[8]</sup>. Professional education in the classroom should increase the question-answering link, encourage students to take the initiative to ask questions and cultivate their ability to use professional knowledge flexibly. Try to implement the flipped classroom model, that is, students as the "presenter," teachers as the "collaborators," students as the "presenter" must find relevant materials, plan specific learning content, and organize classmates to learn and communicate. The exchange of roles between teachers and students in the whole process not only reflects the core position of students in learning, but also provides teachers with timely feedback on the problems existing in the learning process of students, and improves the pertinence of teaching management.

- (3) The evaluation method is optimized under the guidance of a people-oriented concept

The traditional education management mode emphasizes "management," and students have been in a passive position. After integrating the people-oriented management concept, the standardization and humanization of various management work can be improved <sup>[9]</sup>. Through the organic integration of rigid management and flexible management, a balance point can be found between the standardization of management and the freedom of students. In practice, colleges and universities can optimize the traditional evaluation method under the guidance of the people-oriented concept, integrate the content emphasizing the comprehensive quality and personality development of students into the evaluation index, and pay attention to the evaluation of the service consciousness and serviceability of teaching management personnel. The scientific evaluation system makes the educational administrators not only pay attention to the teaching methods, but also pay full attention to the development of students' personalities, and cultivate their independent thinking ability and self-management ability.

#### 4.2. Strengthen the professional construction of the educational management team

Education management not only requires college administrators, teachers, and counselors to have professional teaching ability, but also have certain management ability, which requires higher comprehensive quality of education administrators. In order to integrate the people-oriented management concept into education management, it is necessary to further strengthen the professional construction of the entire team. Build an educational management team that meets the requirements of education and teaching reform. Specifically, it can be carried out from the following aspects:

- (1) Improve the personnel allocation of educational management posts in colleges and universities

In traditional education management, there are many problems such as one person having multiple posts, unclear responsibilities, and unclear powers and responsibilities, which makes it difficult to trace the responsible person after the problem occurs. Moreover, frequent job changes will also affect the enthusiasm of educational administrators. Therefore, colleges and universities should reasonably arrange the allocation of educational management positions according to the job demand and the actual ability of talents, and absorb outstanding talents in combination with the actual situation to realize the realization of dedicated personnel<sup>[10]</sup>.

- (2) Establish a long-term training mechanism for educational managers

Education management in colleges and universities is always in a state of dynamic development, and education administrators should keep pace with the era and keep learning to better adapt to the needs of practical work. Colleges and universities should pay attention to the training and education of educational administrators, conduct different professional knowledge training for different management positions, especially strengthen the training of management professional knowledge, improve the management professional level of teachers and counselors, and apply humanized modern management theory to daily work.

#### 4.3. Build a good educational management environment under the guidance of the people-oriented concept

The influence of the environment on people is profound and imperceptible. The effect of recessive education can be strengthened by integrating the people-oriented concept into the educational management of colleges and universities<sup>[11-13]</sup>. Therefore, colleges and universities should build a good educational management environment under the guidance of the people-oriented concept. On the one hand, build a good campus culture. Campus culture is the embodiment of the values observed by the majority of teachers and students in a university. A good campus culture can drive students to take the initiative to restrain their behavior, form a benign learning habit and a positive attitude toward life under the influence of a benign and positive environment, and enable students to consciously grow and become talents under the driving force, further improving the effectiveness of education management. In the specific work, educators can use important holidays to publicize the school motto, dig into the development history of the school, and extract the humanistic tradition contained in the campus history, so that students can feel the humanistic thoughts and humanistic care in the campus culture. Universities regularly invite experts and scholars to the university to carry out lectures on different topics, such as theme reading salons, humanistic quality-related lectures, special quality exchanges, etc. We can also hold theme essay contests, speech contests, debate contests, and painting and calligraphy competitions in schools, which not only enrich students' extracurricular activities, but also cultivate students' innovative and creative ability<sup>[14,15]</sup>.

### 5. Conclusion

In short, integrating the people-oriented concept into college education management can stimulate the enthusiasm of education management workers, create a good campus culture, stimulate students' enthusiasm for learning, correct students' attitude to life, further improve the quality of college education management, and cultivate more outstanding talents for society and enterprises.

### Funding

2024 Philosophy and Social Science Research Special Project of Weinan Normal University, “Multi-angle Thinking on the Ideological and Political Guidance of Non-Party Intellectuals in Colleges and Universities” (Project No.: 2024 ZS 12)

### Disclosure statement

The author declares no conflict of interest.

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