



A New Approach to Improve Party and Academic Affairs Management in Schools of Private Universities in the “Internet Plus” Era

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Abstract: The standardized party and academic affairs management is an integral part of office work within private universities and it is my firm belief that its status quo will undoubtedly be affected during the “Internet Plus” era. It is found that there are problems in party and academic affairs management in schools of private universities: outdated party and academic affairs management mode, unclear division of labor of party and academic affairs management personnel and a lack of professional informationization ability, lack of standardization in the process of management, lack of guidance and systematic training for the personnel, insufficient innovation of the performance appraisal system, complicated operation process of the management, huge impact of Chinese-foreign cooperation in running schools in the “Internet Plus” era, and big challenges from diversified Chinese-foreign cooperation school running modes in private universities. In this paper, we will put forth how to best improve the efficiency of party and academic affairs management during the “Internet Plus” era and the concept of “informationization management”; in order to effectively enhance its development within private universities. It is suggested that a hierarchical management mode should be adopted, party affairs office should strengthen the awareness of services, focus on the work assigned by the school and timely provide information about it, management personnel should strengthen theoretical knowledge, enhance competitiveness, improve work quality and efficiency, academic affairs management personnel should build WeChat public platforms for academic affairs management, and academic affairs office should effectively develop and apply the “smart campus” mobile app and constantly improve the performance appraisal and incentive system in order to ensure that the academic affairs management of schools of private universities is implemented in a timely manner under the background of the “Internet plus”.

Keywords: Internet Plus, Private Universities, Academic Affairs Management, Party Affairs Management

1. Introduction

Party and academic affairs management is an important part of office work within private universities. This work is usually carried out under the guidance of all departments, at both the university and college level. It creates a bond between the university, teachers and students of a school. It plays a vital role in connecting the internal and external aspects of the university. The level of efficiency (and quality) of party and academic affairs management at schools of private universities, directly affects a school’s administration and operation.

In the current information age, the “Internet Plus” is closely

integrated with party and academic affairs management. It helps schools develop highly shared resources and share information at different speeds. It also meets the requirements of the law; for the cognitive development of teachers and students [1]. Thanks to the continuous influx of the “Internet Plus”, the construction of party and academic affairs management is now supported by big data and internet technologies. These can also contribute to student management and to improving teachers’ teaching; through the use of diversified application services. However, how to use the “Internet Plus” technology to improve the efficiency of party and academic affairs management is a problem that needs to be studied urgently.

2. Current Problems in Party and Academic Affairs Management in Schools of Private Universities

2.1. Outdated Party and Academic Affairs Management Mode

Currently, there is no notable office mode in existence to ensure the operation of party and academic affairs management in schools of private universities. Since this work is both trivial and messy, this office mode would need to meet the specific requirements of both teachers and students of private universities. Innovation of the “Internet plus” office mode has traditionally been seen during the development stages of schools at private universities [2]. However, results from this period have been marked with a lack of digitalization, information, and networking. To some extent, this has hindered the deepening reform of the office mode at schools of private universities.

In fact, party and academic affairs management has been very fragmented. Therefore, a good circular working mechanism is required in order to standardize the work of management personnel and to systematize the fragmented work. This should be done in order to effectively improve work efficiency and to ensure the normal progress of management. However in practice, the management mechanisms used by party and academic affairs management have been found to be out of date and inconvenient for systematic operations. There is currently no effective and accurate management system for party and academic affairs management personnel to utilize in their work. Most of the information needs to be recorded manually, which will definitely result in more errors (due to the fact that it is being done by human beings). Another example is seen during course arraignment. Administrators and teachers traditionally record courses being offered during the semester, manually. This can create a situation where course schedules may conflict or where courses repeat. When allocating classrooms, they need to communicate with other schools repeatedly so as to avoid class collision [3]. This kind of office mode not only requires more working time, but also generates more errors. Once there is an error, the whole work will be affected and will make all previous work invalid. This clearly tells us that a transformation to a “Internet Plus” working mode needs to be made. The “Internet Plus” office mode can truly save a lot of time and simplify workflow.

2.2. Unclear Division of Labor of Party and Academic Affairs Management Personnel and a Lack of Professional Informationization Ability

The party and academic affairs management personnel serve teachers and students on a daily basis. Teachers and students are different in their abilities to perceive things. Its not an easy task to make them understand the same thing, at the same time. Some students forget to check notices before a deadline and therefore have to go to the management

personnel for help. In addition, some problems can only be handled by the student affairs office. This kind of situation disturbs both the working ideas and mentality of party and academic affairs management personnel, which in turn makes it difficult for them to carry out party and academic affairs management effectively when using the “Internet plus” office mode.

I must note however, that a lot of office software is used during the working process by party and academic affairs management personnel. Most of these only make it possible to record data with computers and many of their functions are not fully applied. If the “Internet Plus” office mode is not fully utilized it could result in frequently repetitive work, high error rates, simple work becoming complex, and low efficiency. Therefore, schools at private universities should further enhance their ability of informationization during the “Internet Plus” era.

2.3. Lack of Standardization in the Process of Party and Academic Affairs Management

At schools of private universities, the daily work of party and academic affairs management includes seal management, document management, information management, personnel management, meeting management, news reports, office supply procurement, labor union activities, teaching plan formulation, teaching task arrangement, teaching schedule arrangement, organizational examinations, teaching material management, the teachers’ teaching, salary settlement, etc.,. These will definitely generate a fairly large number of documents and data each year.

The party and academic affairs management is at the center of the work for different schools and its relevant personnel has to communicate with other departments of the university. Standardizing, modernizing, and scientizing party and academic affairs management will ensure the efficient (and orderly) operation of various tasks. It will help when handling complicated management work. The “Internet Plus” office mode will help management personnel to share information conveniently. This important research content will help improve work efficiency during party and academic affairs management.

2.4. Lack of Guidance and Systematic Training for Party and Academic Affairs Management Personnel

Front-line party and academic affairs management personnel are not proficient in their own jobs, and many of them cannot simplify the working process. There is also a lack of an innovation spirit in their daily work, a lack of guidance and of systematic training. They are unable to deeply study the problems found in their work. They fail to reflect on problems and cannot apply what they have learnt to their work. This has resulted in low work efficiency and many are unwilling to change the status quo. Every party and academic affairs management staff person may have different requirements for their own work, but it is necessary for every staff person to meet high standards and requirements. They should adopt

efficient working methods when solving practical problems in the “Internet Plus” era. Challenges are presented to the party and academic affairs management personnel with the rapid development of the “Internet Plus” and to the surrounding related industries of today’s society [4]. Therefore, it is necessary for schools in private universities to connect university management with “Internet Plus” technology. Party and academic affairs management personnel should strengthen their autonomous learning in the realms of personal computers and smart phones, in order to improve their management abilities.

2.5. The Insufficient Innovation of the Performance Appraisal System of Party and Academic Affairs Management Personnel

Insufficient innovations within the performance appraisal system have produced a lack of learning awareness (and a lack of innovation awareness) within the party and academic affairs management personnel. The existing performance appraisal system of schools in private universities is mainly based on an annual evaluation (with a long cycle), which doesn’t effectively promote enthusiasm amongst management personnel. Meanwhile, the performance appraisal is mainly evaluated using performance and peer review (with the heads of school review as a supplement). In the actual work of management personnel, each staff person has different responsibilities and work intensities [5]. Daily tedious work takes up a lot of their time, so it is impossible to effectively guarantee their learning time. Therefore, management personnel have put most of their attention to the effective operation of their daily work. They cannot spare more time for the innovation of their work. They receive insufficient guidance for career promotion from the schools, so they may find many problems in career promotion.

2.6. The Complicated Operation Process of Party and Academic Affairs Management

At present, a complicated operation process greatly affects the operation efficiency of party and academic affairs management. At the same time, a lack of deeper data development has not been fully acknowledged, which has resulted in a lack of digitization, informationization, sharing, and networking. It has brought about inefficiency in combining party and academic affairs management with various shared resources. It will be difficult for them to achieve real-time, dynamic management. This is reflected (to a certain extent) in its hindering of the deepening reform of party and academic affairs management at schools of private universities during the “Internet Plus” era.

In order to develop the systemic informationization of party and academic affairs management, schools should first understand the needs of teachers and students (or the needs of front-line management personnel) in order to solve the practical problems of their work. How to make the system better serve party and academic affairs management is the most important problem faced by schools of private

universities. Management personnel should constantly use information tools to solve the problems of their actual work, in order to bring more convenience during the “Internet Plus” era.

2.7. The huge Impact of Chinese-Foreign Cooperation in Running Schools in the “Internet Plus” Era

“Internet Plus” Chinese-foreign Cooperation in Running Schools requires the internationalization of venues, teaching staff and talent training programs. This new kind of school running mode is developing rapidly in today’s society, which can also enhance the international competitiveness of private universities. Apart from these advantages, this kind of cooperation also brings a new impact to the party and academic affairs management of schools in private universities. In order to adapt to this new “Internet Plus” mode of running a school, universities should make relevant changes to its ideals and management modes when running a school. They should change the working mode of the party and academic affairs management and popularize foreign language communication among management personnel.

In terms of talent training programs, universities should adopt a multi-language and mixed training mode. They should timely adjust the academic affairs management system, so as to realize the innovation of academic affairs management modes and systems of schools in private universities.

2.8. The Big Challenges from Diversified Chinese-Foreign Cooperation School Running Modes in Private Universities

The challenges to party and academic affairs management also come from diversified Chinese-foreign Cooperation school running modes at private universities. Under the guidance of the diversified mode of running private universities, a credit system has been fully implemented in higher education across the country to increase students’ freedom of course selection. However, the capacity problems of the course selection servers, cross semesters, cross grades, cross majors and other difficulties also generate great trouble [6]. The promotion of the mode of “talent training under classified enrollment” for the first year and carrying out major diversion from the second year, has resulted in a large number of classes being affected (and in having teachers for specific majors). This brings about a very serious challenge to the effective management of teachers and students in schools of private universities and the different kinds of difficulties necessitate higher requirements for the smooth development of party and academic affairs management in schools of private universities.

A diversified “Internet Plus” mode requires private universities to take the service object as its main purpose, to consider the actual economic situation and to choose a major with the greatest economic influence. All of which is done in order to carry out a diversified education. When ensuring the normal development of a diversified school (which runs the requirements of party and academic affairs management),

great challenges present themselves in the serving of teachers and students effectively. However, there is a constant improvement to management’s practical work as a result.

3. Applying “Internet Plus” to Improve the Efficiency of Party and Academic Affairs Management

The party and academic affairs office is a basic comprehensive office within schools of private universities. Its responsibilities are mainly divided into party affairs management and academic affairs management. It is one of the most important basic departments of university management. When talking about office work, General Secretary Xi Jinping once said, “Office is the key part of a unit, a system and an organization. If the office work is done well, the smooth development of all work will be guaranteed.” How to improve efficiency by applying “Internet Plus” should mainly be studied with regard to these two perspectives: 1. party affairs management and 2. academic affairs management.

3.1. Party Affairs Management in the “Internet Plus” Era

In the “Internet Plus” era, the awareness of party affairs management should be strengthened. The work has to be done according to the rules. It should be done fairly and openly. Management personnel should embody the party’s line, principles and policies. It should follow the laws and regulations of the unit. The rules and regulations of the office should be improved; the division of responsibilities should be clear and published on the website of the schools. Management personnel should help improve the executive power of the system, assist the heads of the schools in the formulation and implementation of the annual work plan, annual assessments, summaries and other work. They should enhance the abilities of file management, file arrangement, filing, statistics and storage. They should also publish them on the website and other online platforms. This should be done in order to make party affairs management more scientific, standardized and efficient [7].

Management personnel should foster awareness of the overall situation of party affairs management, enhance the executive power of the service center, closely focus on the central work of the school, conduct in-depth investigation, research, master first-hand materials, accomplish information collection, screening, processing, and transmission. They should assist the heads of school with scientific, macro decision-making. When dealing with complicated affairs, management personnel should have a sense of the overall situation. They should think about the overall situation from the aspects of macro-policy and countermeasures. They should discuss major issues and seek the best policies. They should be able to distinguish priorities. During work, they should learn to change perspectives and not just emphasize the work of their own school. They should judge the situation and look at problems from the perspective of development. They

should “judge the real situations, balance difference situations, and arrange their work with priorities”.

The awareness of party affairs management should be strengthened in the “Internet Plus” era. News reports on all kinds of work (such as meetings, lectures, activities, etc.) should be made in a timely and an effective manner. The school website and WeChat official account should be updated promptly. The party and academic affairs office should pay enough attention to the construction of news propaganda teams, news propagandists, network public opinion administrators, and network information commentators. This should be done in order to improve the working level of the propaganda team.

Through the establishment of various news norms (and release systems), a hierarchical management mode should be adopted. This should be done in order to strengthen the management of the school’s official website, WeChat, and Microblog. It should be done in order to implement the press spokesman system. External publicity and information releases should be carried out in accordance with the system. If not done, related management personnel should take the blame. The content update of electronic screens (and billboards) in the school should be reviewed and managed by the office. The office should strengthen its publicity ability. It should focus more on discipline construction, teaching and scientific research, typical deeds propaganda, and major school activities. This should be done in order to increase the comprehensive abilities of the whole office.

The party affairs management heads and relevant staff should be able to innovate. They should be able to change the propaganda mode, especially in the “Internet Plus” era. Party affairs management heads must actively explore internet technologies. They should understand and learn new technologies (including artificial intelligence and cloud computing). They should strive to improve their awareness and abilities in serving teachers and students [8]. More importantly, they should change from the original thinking mode of “sitting, waiting for teachers and students” to applying the “Internet Plus” technologies. This should be done in order to actively serve teachers (and students) and to enhance their sense of responsibility. In particular, while strengthening ideology, the office should also strengthen the reform of internal work systems. They should improve the corresponding organizational work systems. They should also improve the efficiency and quality of publicity (and of service).

Party affairs management personnel should strengthen their responsibility consciousness and fulfill related duties. It’s best to finish work on the same day and not procrastinate. They should assist the dean of the school in making annual budgets, managing college assets, auditing financial reimbursement, and in paying attention to the construction of party work. They should strengthen the standardized management of office supplies, equipment and consumables. They should strictly follow budgets. They should make them institutionalized, standardized and programmed. They should keep records of the school’s joint meetings of party affairs, administration

affairs, daily meetings and other important meetings. They should be prompt in keeping meeting minutes. They should file, upload, and release them carefully.

The party affairs office should strengthen the awareness of services, focus on the work assigned by the school and timely provide information about it. It should implement the school notification documents, work arrangements, and information from meetings. They should put service for teachers (and students) first, innovate service methods, and enhance their service capabilities.

It is necessary to clarify the understanding and orientation of “teacher-student orientation”. They must develop a broad mind. They should maintain a calm, stable mood. They should maintain a positive, optimistic attitude (even in the face of heavy work and misunderstandings by other teachers). They should maintain good mental health. They should learn how to manage emotions and pay attention to the cultivation of their own emotional quotient. Emotions usually reflect an individual’s attitude towards whether objective things meet their own needs. Emotional quotient is the ability to control one’s own emotions, the speculation and control of others’ emotions, the optimism of one’s life, and the ability to bear setbacks. They should learn to change themselves, strive for happiness, turn hardship into happiness, be content, help others and enjoy themselves. Moreover, they should improve their comprehensive abilities of communication and coordination; in order to deal with events. They should be able to communicate and coordinate with full-time teachers. They should be able to influence people by their own feelings.

Party affairs management personnel should strengthen the awareness of party affairs learning, strengthen theoretical knowledge, enhance competitiveness, improve work quality and efficiency. Deng Xiaoping once said that learning is the foundation of progress. Alfred North Whitehead (a noted British philosopher) once said that the effort to change ideas is small, but the achievement is great. It is best to keep learning. We should learn from books, surroundings and from practice. Management personnel should continuously acquire, apply and integrate new knowledge of work in the “Internet Plus” era.

In addition, it is necessary to learn the party’s principles, policies and educational theories. Management personnel should improve themselves and their level of policy theory comprehensively. They should understand advanced management, psychology and other related professional knowledge. By learning (and mastering) the school’s system, policy, teaching and research management, personnel management (and other systems), they can serve teaching and research in a more effective manner. In order to acquire professional knowledge, the party affairs management personnel should have a solid foundation of secretarial knowledge. They should have excellent abilities in documentary processing and meeting organizing.

3.2. Academic Affairs Management in the “Internet Plus” Era

The “Internet Plus” era requires academic affairs

management to strengthen their service awareness and enhance their service efficiency [9]. They should simplify and publicize the process of handling affairs. They should handle the division of responsibilities of personnel. They should strengthen the awareness of “management is service” and implement the reform of “run at most once”. They should implement the service commitment and deadline systems. Management personnel should strengthen communication with the other schools of the university, as full communication can definitely improve work efficiency. At the same time, they should pay attention to the effectiveness of regular teaching meetings of the school and the university. They should hold meetings at the beginning, middle and end of the term. They should report recent work, problems, and discuss solutions. They should pay attention to teaching inspections at the beginning, middle and end of the term [10].

Academic affairs management personnel should build WeChat public platforms for academic affairs management in the “Internet Plus” era. WeChat is the most popular multi-functional software of today’s society. This is due to its advantages in convenient information release, strong interactivity, timely communication and low cost. It has become software which is widely used by teachers and students. The WeChat official account platform is mainly there for users to publish relevant information, automatic replies, and for the expansion interface (for redevelopment).

The academic affairs office of schools in private universities can integrate the WeChat platform with their daily work. They can invite teachers and students to follow their official account in order to receive timely published relevant information. They can publish teachers’ timetables, notices for students who are electing courses, notices about academic contests, and notices about teachers’ teaching skills contests [11]. At the same time, they can experience the re-development function of the WeChat public platform. This makes it possible for students to obtain their timetables and scores. They can elect courses, and register for examinations (among other functions). Students, parents, and teachers can communicate more effectively by using Wechat’s public platform. Students can also share their learning experiences. Moreover, in practice, WeChat’s public platform effectively improves the efficiency of academic affairs management at schools of private universities.

It is also necessary to strengthen the academic affairs management personnel’s learning, training and communicating abilities. This should be done in order to enhance their management capabilities [12]. The office should carry out targeted learning, training and discussion activities. This should be done in order to continuously improve the academic affairs management team and in accordance with their actual abilities [13]. It is best to arrange external training at least once a semester and to organize the whole staff in learning one or two management knowledge books. It should be a requirement that they share their learning results, in order to improve their overall professional qualities.

When trying to improve the quality and efficiency of academic affairs management personnel, proper attention

should be paid to increasing safety awareness. The internet is known to be a place where any type of information can be openly and easily be shared. When applying the "Internet Plus" concept to academic affairs management, the office should give special attention to the security of its information-based system. They should backup any related important data promptly [14]. Management personnel needs to be able to discern the value of "Internet Plus" information technology, change the traditional mode of academic affairs management, and apply modern information technology (and information resources) to their work. It is also essential to strengthen network security education, in order to correctly use the information system while carrying out academic affairs management [15]. The security and reliability of the network system can provide a guarantee for the efficient development of academic affairs management.

The "Internet Plus" era makes it possible to make effective use of self-service inquiry and all-in-one terminal printing equipment. The self-service all-in-one terminal system has been seen everywhere in people's daily lives. It has been used for dining queuing, hospital registration, station ticket collection, and so on [16]. Since the self-service all-in-one terminal has the advantage of simple operation and convenient use, it has been gradually accepted by the majority of people. Students of private universities always need to provide corresponding materials (such as a certificate of student status and school reports for studying abroad). The traditional mode of retrieval is difficult and error prone. It must be edited, printed, and sealed in a word document [17]. When it comes time for students to deal with such materials, they will frequently encounter a situation where the relevant teachers are out of office. As a result, they are unable to obtain the corresponding certification materials in time. Therefore, inquiry and printing all-in-one terminal equipment provides a viable solution to the above-mentioned problems [18]. This machine can enable students to inquire about their student status certificates, scores and other related information. They can print the information they need, when they need it. Most importantly, the machine is no longer limited by the region and time of use. It has a very significant effect whenever it is put into use at schools of private universities. Overall, it brings great convenience to both teachers and students!

It would be very beneficial for the School of Applied Foreign Languages to apply "Internet Plus" technology. Especially when used for performance appraisals, teachers' teaching skills contests, English speaking contests, English writing contests, teaching design contests, and micro-class contests. The office should try to improve the quality of graduation theses and internships. They should strengthen the management of all aspects of practical teaching. They should also promote the construction of information for graduation theses and internships, so that all graduates can successfully complete them.

The academic affairs office should effectively develop and apply the "smart campus" mobile app, in the "Internet plus" era. This app is a third-party application for smartphones. It can effectively improve the shortcomings of the original

system and meet the personalized needs of teachers and students. The emergence of the "smart campus" mobile app is a great way to adapt to the development of the times. Teachers can find information about relevant teaching tasks, teaching arrangements, learning evaluations, and other topics through the "smart campus" app. Students can obtain information about their individual timetables, all kinds of exam arrangements, and their scores (at the beginning and end of the term).

It is important to strengthen the establishment and management of team of commissaries in charge of studies. The commissaries in charge of studies are representative of students who mainly examine the learning situation, inform about the teaching information, apply for various examination registrations, and assist the academic affairs office in performing teaching evaluations. In the "Internet Plus" era, the office should apply higher requirements to these commissaries in charge of studies. This should be done because they are model students of the class and play a significant role in guiding other students. It is best to elect one commissary in charge of studies for each grade (and for every major) in order to make full use of their abilities and to develop their comprehensive awareness. They should be encouraged to study existing knowledge and theories. Honorary certificates should be issued to the ones who are conscientious and take responsibility for their work.

The academic affairs office should constantly improve the performance appraisal and incentive system. They should improve the transparency of this system, in order to ensure that the academic affairs management of schools of private universities is implemented in a timely manner under the background of the "Internet plus".

In the information age, the transparent nature of the performance appraisal and incentive system requires schools of private universities to constantly update the academic affairs management system. For example, the office should conduct an assessment of academic affairs management personnel every semester. They should objectively evaluate their performance and attitude, according to the completion of the assigned work (and each individual's work results). It can encourage the academic affairs management personnel to continuously improve their professional level and effectively avoids the occurrence of negative emotions. Schools should regularly revise the salary and management scheme of the corresponding personnel, integrate different types of management mechanisms, and maximize the advantages of the performance appraisal system. The establishment of a reasonable performance appraisal and incentive system is an effective way to enhance the enthusiasm of the management personnel at schools of private universities.

However, the performance appraisal and incentive system should have a high requirement for transparency. It should require heads of schools to improve the transparency of their actual work. This should be done so that teachers and students of the whole school can have a correct understanding of the performance reward methods. The end result is to ensure openness and fairness within the performance appraisal. It can

be seen that a highly transparent performance appraisal (and incentive) system can enhance the enthusiasm of the management personnel and the credibility of the results of performance incentives. It can encourage management personnel to achieve the requirements of fairness, justice, freedom and democracy.

4. Conclusion

With the vigorous development of the “Internet Plus”, party and academic affairs management has witnessed great changes in recent years. It is necessary to establish “Internet Plus” intelligent campuses and expand coverage of the campus information network. “Internet Plus” information technology plays a huge role in the management of party and academic affairs management at schools of private universities. Not only is it more comprehensive within the functions of the party and academic affairs management, but it also avoids defects caused by traditional manual management. It ensures the efficiency and accuracy of party and academic affairs management. It also enables plans to be made scientifically. Under the background of the “Internet Plus”, management personnel are required to have a higher professional quality. They must constantly learn relevant professional knowledge, so as to improve their own abilities.

In summary, party and academic affairs management has always been a very important part of the administration of schools at private universities. This is especially the case when accelerating and promoting the construction of digital campuses. In the face of new challenges, party and academic affairs management personnel should establish a high sense of responsibility. They should strengthen a sense of service, improve their ideological and professional quality, arrange their work scientifically and reasonably, and strive to improve the efficiency of party and academic affairs management. The party and academic affairs office should maintain the stability of the management team, and steadily improve it at the management level. They should effectively improve its quality and efficiency. This should be done in order to provide better services for teachers and students. The end result will be the promotion and development of schools at private universities.

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