

Optimization Strategy of Salary Management in Private Colleges and Universities

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Abstract: As an important part of China's higher education, private colleges and universities are undertaking the mission of cultivating high-quality skilled talents. Therefore, establishing a competitive salary management system has become important for private colleges to attract and retain outstanding talents and stimulate talent potential. It is also a powerful guarantee for private universities to enhance their core competitiveness and achieve sustainable development. This article analyzes the current problems in salary management of private universities in order to uphold the concepts of efficiency and equity, benefit sharing, openness and transparency, and scientific coordination. Put forward a reasonable and efficient salary management optimization strategy to maximize the scientific allocation of human resources to strengthen the core of private universities Competitive development helps.

I Overview of the Theory

A. Definition of Private Colleges and Universities

Private colleges and universities refer to non-state education funds organized by enterprises, institutions, social groups, other social groups and individuals.

B. Connotation of Salary

The term "Compensation" was originally explained and defined by Western economics and management science [1]. It has the meaning of reward or compensation. If economics is used to define compensation, then it is the feedback of laborer obtained after laboring, that is, the return of laborer; if management is used to define salary, it is the money given by the employer to laborer, which is called compensation.

Based on the above explanations of salary, the salary of private colleges and universities considered in this article refers specifically to the welfare benefits that private colleges and universities decide to give based on comprehensive conditions such as the operating post, working ability, and their own education and contributions. The salary of teachers and staff in private colleges and universities is obtained through the provision of their own mental labor or manual labor, that is, all the material returns or non-material rewards provided by the school. The difference between the two returns is that material returns motivate employees through material rewards, while non-material returns more spiritually motivate employees.

II Problems Existing in Salary Management of Private Colleges and Universities

A. Lack of Internal and External Competition

In the actual management of human resources salary in private colleges and universities, most colleges and universities have not formulated fair internal and external competition mechanisms, which makes the salary management of private colleges and universities generally without competitiveness. In actual private college teaching, most of the income and benefits of ordinary teachers and teachers with higher professional titles are comparable [2]. However, compared with ordinary teachers, teachers with higher professional titles need to invest more energy in education,

and the educational pressure and educational tasks are also heavier. Under such circumstances, the salary and workload of teachers with higher professional titles cannot be directly proportional, so it is very easy for teachers with senior professional titles to have a bad mentality. If private colleges and universities cannot take effective measures to solve the problem of salary and benefits, it may lead to "skipping" of talents with higher professional titles.

B. Single Distribution Method

The establishment of salary and welfare system in private colleges and universities is to stimulate teachers' teaching enthusiasm effectively, so as to improve the teaching efficiency and teaching level of teachers in private colleges and universities continuously. The calculation method of salary and benefits is relatively conservative and the method of settlement of salary and benefits is relatively single, which has led to the failure of private colleges and universities' salary incentives to meet the diverse needs of university teachers. In this way, it cannot play well the incentive effect of the salary and welfare system and will discourage teachers' teaching enthusiasm. Many private colleges and universities provide welfare benefits for most teachers, which are limited to traditional housing subsidies, basic insurance, and overtime subsidies. Salary and benefits have not kept pace with the times. And there were no education-related external exchanges, education and training, and care and welfare [3].

C. Management System is Backward

Although most private colleges and universities have implemented salary and benefit management systems, there are still many problems in the actual management process, and the imperfect management system makes it difficult for private colleges and universities to achieve greater results[4]. The salary and benefits system only includes performance pay and bonuses, and does not increase other education-related benefits. Under this salary and benefits management system, the passion of those teachers with high professional titles who have invested more technology and energy in the teaching process are extremely bruised.

D. Lack of Scientific Basis for Performance Appraisal System

Many private colleges and universities 'salary evaluation index systems are incomplete, lack of scientific performance evaluation index systems for different positions, and there is no perfect evaluation system for employees' work performance. They have almost used the four aspects of "ethics, ability, diligence, and performance" of party and government agencies. It neglected the process of socialization and enterprise of private colleges and universities, and lacked the combination of its own development characteristics and management model characteristics.

III Remuneration Management Optimization Strategy

Private colleges and universities have the characteristics of flexible system updating, strong innovation, rapid and decisive decision-making, and strong autonomy [5]. The salary designer should fully consider and use these characteristics, implement a full-time appointment system, streamline personnel and institutions, and let laborers who are talented should have more work and more benefits, salary distribution based on the mechanism of responsibility and fixed salary, so that our compensation is more competitive. We adhere to the concepts of efficiency and fairness, benefit sharing, openness and transparency, and scientific coordination, and propose the following salary and benefits management measures:

A. Meeting Employee Needs And Strengthening Salary Surveys

According to Maslow's hierarchy of needs theory, human needs are developed at multiple levels, and the needs of employees under different environmental backgrounds and personal conditions are different. Meeting the needs of employees is the starting point and end point of salary optimization. Colleges attach great importance to salary surveys, collect employee-wide suggestions, investigate employee satisfaction with salaries, investigate salary levels of colleges and universities in the same

region, and provide reference for the adjustment and optimization of salary programs for private colleges and universities through the collected internal and external information. The establishment of compensation system management and systems has laid a good foundation.

B. Internal Justice

According to the theory of social exchange, people will compare their inputs and outputs from multiple perspectives. Fairness depends on the situation, not in any case, regardless of the plot. The real connotation has been chaotic anyway that fairness is not egalitarianism, not a big pot, but employees' fear of uneven distribution is still widespread. When fairness is a subjective feeling, deep-rooted egoism is often intentionally or unintentionally reflected in the concept of compensation. Everyone must agree with the concept of "obtaining according to value and distributing according to contribution". If the mechanism is scientific and reasonable, we need not fear the so-called unfairness.

C. Pay Attention to the Diversity of the Salary System and Mechanism

Private colleges and universities innovate and develop diversified salary system and mechanism, and establish a salary system that is more suitable for the development of private colleges, such as a broadband salary system. This salary system that is designed to improve organizational performance, establishes a flat organizational structure, and gets rid of traditional shortcomings of the salary management system of private colleges and universities are especially applicable to the rapid and effective salary management of private colleges. Broadband compensation is based on the actual development of private colleges and universities, injecting fresh blood and vitality into the development of private colleges and universities and providing backup protection.

D. Establish A Dynamic Salary Management Mechanism

Psychologist research shows that when an employee is at a lower post salary, on the one hand, he will actively perform and work hard to improve his job performance, on the other, strive for a higher job level. In the process, he will experience the sense of value realization and the joy of being respected as a result of promotions and pay increases, and then work harder. Therefore, dynamic compensation in most cases will motivate employees.

E. Establish A Sound Non-Monetized Incentive System

Non-monetized incentive system is a kind of spiritual incentive method. Under the condition of equal pay, a good working environment is more attractive to talents. Private colleges and universities are an enterprise, and its corporate culture is a reflection of its own image, and a positive corporate culture will establish a corporate image of integrity, improvement and responsibility. Working in such an enterprise will make employees proud and improve their motivation.

IV Conclusion

With the national education reform, the development of private colleges and universities has also made leaps and bounds. However, at the current stage, the scale of enrollment of public colleges and universities is increasing, and the number of college entrance examination students is declining, as a result the private colleges and universities have more and more difficulties to enroll students. The limitation of funds restricts the development and the progress of socialization reform of private universities. How to optimize and develop the salary system and salary levels have become issues that need to be focused on. This article analyzes the salary and welfare management system of private universities, and points out that the current private universities have problems such as lack of internal and external competition, a single distribution method, a backward management system in university salary management. Some optimization measures are also given. However, there may be significant restrictions in terms of practical operability and planning development, which is the reason that colleges and universities still need further research and demonstration.

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