

Exploration on the Value Orientation and Reform Way of Higher Education Resource Allocation

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Abstract

The article first analyzes the subject of higher education resource allocation, understand the government, market and universities and resource allocation, and then analyzes the internal relationship of higher education resource allocation tools and ontology value orientation, summarizes the direction of higher education resource reform, concluded that the necessity of higher education resource allocation market reform, including adapt to market economy social development demand, effectively solve the contradiction between resource shortage and waste, realize the coordinated development of tool value and ontology value, the pursuit of education fairness. Finally, from the three aspects of market guidance, government control, and university autonomy, explore the market reform path of higher education resource allocation, implement the value orientation, and promote the sustainable development of colleges and universities.

Keywords

Allocation of higher education resources; Value orientation; Reform path.

1. Preface

As the top of the education system, has relatively rich higher education resources, under the background of the current economic system reform, China's higher education system is constantly updated, from colleges and universities to the resources regulation, have made certain reform achievements, but also produced some education problems, the main reason is that the contradiction between education demand and the shortage of education resources, the supply side of education resources directly lead to the emergence of college students employment difficulties and other social phenomena. The popularization of higher education popularization, regional education resources imbalance and family waste yu serious, based on the shortage of education resources and unreasonable configuration, should stand in terms of value orientation, analyze the connection between education resource allocation and education demand meet, realize scientific reform, is also the only way to promote the sustainable development of higher education.

2. Main Body Analysis of Higher Education Resource Allocation

UNESCO defines higher education as: higher education is every type of learning, training or research training implemented by Chinese universities or other institutions approved as national institutions of higher education. From a broad sense, higher education mainly includes ordinary higher education, adult higher education and continuing training, and education resources refers to ensure the normal conditions of higher education activities, including economic resources, cultural resources, system resources, curriculum resources, information resources, etc., education resource allocation refers to the resources, around the role between the use of main body. Since higher education belongs to an academic organization with relevant interests, its resource allocation must be directly related to relevant stakeholders. So the

allocation of educational resources can be viewed together from the macro and micro perspectives, and the allocation of educational resources can be divided into three subjects, namely, the government, the market, and the school[1]. As the only subject of the allocation of higher education resources under the planned economy system, it fully participates in the planning and control of the type, structure and enrollment mode of universities, which is also the main reason for the difficulty of increasing higher education resources and the inability to succeed. With the advent of market economy system, the investment subject of higher education resources is diversified. The leading power of the government is constantly weakened, and the leading control has changed to guidance and supervision. However, as the main regulator and investor, the government is still the unshakable subject in the current allocation of higher education resources. Market forces, under the market economy management system, social investment gradually intervenes in the field of higher education. Through the resource linkage with the society, universities obtain operation investment from the market and achieve rapid development. However, due to the characteristics of market profit, the market management of higher education resource allocation has certain risks. In order to ensure the balance between the purity of education and the sustainable development of education, the government needs to take certain intervention measures. University strength, relying on university power autonomy, is the main way to ensure academic purity, higher education depends on its strength to maintain education, compared with the government and the market, to get rid of certain external constraints, adhere to the academic freedom and student freedom, reduce external factors to the allocation of higher education resources constraint, has an important position in the allocation of resources.

3. The Value Orientation of Higher Education Resource Allocation

Value orientation belongs to the scope of value philosophy, which refers to the value position, attitude and choice shown in the face of the contradictions and conflicts based on its own values. The value orientation itself has the characteristics of social, scientific, feasibility and transcendence. In the social situation, it needs to meet the social value, but also to conform to the law of social development. Every social factor will have an impact on the value orientation of things themselves, and the classification of the value orientation, the most classic, is the classification of the value orientation of the psychologist Rokeach. Including the ultimate value and the tool value, the ultimate value refers to the ultimate value that the society expects for things, and the tool value emphasizes the functional value based on its own attributes. Under the current market economy system, the tool value orientation of higher education resources is still serving for social and economic development, under the deepening of higher education reform, college education into the popularization stage, its aims to realize education fair, with the increase of admission opportunities, the shortage of education resources, but deepened the emergence of education injustice, so during the stable development of college popularization, promote education fairness become the main value orientation of higher education resource allocation. Overall, the ultimate value of resource allocation in higher education should be the educational value presented as an academic research institute, focusing on human development; tool value is to serve the service society and realize the balance of value to develop scientific allocation of university educational resources[2].

4. Necessity of Marketization of Higher Education Resource Allocation

Market-oriented allocation of higher education resources is the only way for the allocation to realize the balance between ultimate value orientation and tool value orientation. Through the analysis, the ultimate value of resource allocation of higher education access and the unity of tool value orientation, is the main strategy to promote education fair, is also the main value

orientation of higher education resources allocation under the market economy system, through the combination of market and government, realize the marketization of resource allocation, effectively play to the role of the government in the guiding regulation. The necessity of marketization of higher education resource allocation is reflected in these aspects:

4.1. To Meet The Requirements of Market Economy and Social Development

Under the background of market economy and social system, higher education resource allocation is still a planned economy system, the government in the control role is prominent, which leads to the social resource use in the field of economy and education do not match eventually form serious education disorders, including education unfair and low quality of college students, as the problem is obvious, limit the sustainable development of the society. Therefore, it is necessary to reform the allocation of higher education resources, implement market-oriented resource allocation, and allocate social resources scientifically under the guidance of the government, ensure the internal balance between economic development and education, and effectively realize the mutual promotion of economy and education.

4.2. Effectively Solve The Contradiction Between Resource Shortage and Waste

Under the continuous deepening of the popularization of higher education, the continuous expansion of students requires matching higher education resources. However, the current situation shows the shortage of the contradiction between supply and demand, and it is necessary to improve the supply intensity of higher education resources. At present, the government investment under the market economy system has struggled with the increasing demand for higher education. In addition, along with the higher education resources of a phenomenon for the waste of education resources, is given priority to with public schools, because public universities directly by the government, in order to get more education funds, most public universities began to expand the enrollment scale, please special subsidies, cause university team education institutions bloated, excessive infrastructure waste of education resources. These two problems seem to be contradictory, but they really exist. The fundamental reason lies in the imbalance in the allocation of education resources in colleges and universities. The main strategy to solve this problem is to strengthen the investment of education funds and save education resources together. The marketization of higher education resources provides a good platform and opportunity for the investment of high-intensity educational resources to realize the mutual matching of educational resources and efficiency around the market system, realize the control of educational resources through independent management, and solve the problem of shortage and waste of educational resources[3].

4.3. Realize the Coordinated Development of Tool Value and Ontology Value

The ontology value of higher education resources allocation is to promote education development, conduct academic research, and finally realize / class progress, which is the essential value orientation of primary education; its tool value is to promote social and economic development. The service object is decided according to the subject of educational resource allocation. If the allocation subject is the government, the institutions of higher learning need to exert the ontology value and cultivate talents who meet the social needs. If the allocation subject is the market, the essence of higher education will change, and the economic benefits through academic research is not allowed. Therefore, only by allocating higher education resources in the social market, and while taking the responsibility of teaching and economic development, can the coordinated development of tool value and ontology value be realized[4].

4.4. Pursue Educational Equity

The marketization of higher education resource allocation can effectively drive the inflow of social resources into the field of higher education, improve the efficiency of resource allocation, and promote educational equity. More types of colleges and universities should be established by social forces for students to choose. Because students' learning goals are different from their employment ideals, they can choose colleges and universities reasonably according to their actual needs. The increased opportunities for educational choices represents the realization of educational equity. In addition, in the light of the possible malicious competition in the choice of independent education, it can just play the macro-control role of the government, and the market resources and the government regulation can effectively promote the fair development of education.

5. The Market-Oriented Reform Path of Higher Education Resource Allocation

The marketization of higher education resource allocation can effectively solve the existing problems of lack of educational resources and educational unfairness, and realize the unity of the ontology value orientation and tool value orientation of higher education resources. Under the current market economy system, the role of the social market is constantly improving, and the formation of multi-culture provides sufficient conditions for the market-oriented reform of higher education resources. Therefore, under the condition of changes in the value orientation of higher education resource allocation, it is necessary to implement the reform of higher education resource allocation with market allocation as the center, and form a resource allocation system based on market allocation, government regulation as the auxiliary, and university autonomy as the development.

5.1. Give Full Play to The Regulating and Guiding Function of The Market

Social market in the economic allocation of resources in the basic position, as a part of the society, education operation resources should also reasonably participate in the social resource allocation, play to the market in the resource allocation in higher education, establish the basic position, is the core of the reform, and promote education fairness, realize the unity of ontology and tool value in colleges and universities. Play the market in the allocation of education resources regulation guidance function, should first should clear the connection between the market and higher education, between the two through various ways to carry out the exchange of goods, such as students pay tuition into university funds resources, students through learning, graduation into the labor market for pay welfare, colleges and universities with their own academic status to form the brand effect, obtain social donations, etc. Secondly, the actual distribution of higher education market mainly includes the following aspects: the first is the source market, is the main body of the market and universities direct interest exchange; the second is the technology market, research knowledge into productivity; the third is the job market, education products into market human capital; the fourth is the capital market, the reputation of universities into financial resources. According to the above analysis, it can be known that the current market has an internal connection with the field of higher education, and there is an exchange of interests between the two. Centering on the distribution of resources in the higher education market, the higher education resources can be adjusted by the market, so that they can meet the social needs and promote economic development. The strategy to realize the marketization of higher education resource allocation can be carried out from these aspects: First, guided by the actual demand of the social market, enhance the universality and practicability of various majors in universities, and achieve a good docking with the market demand. At present, the majors in colleges and universities present a state of

polarization. The number of applicants for high-tech technology majors mainly in computer technology is large, while the number of applicants for landscaping and construction majors is small. The main reason is the characteristics of the majors and the shadow assistance resources of future jobs.

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5.2. Give Full Play to the Government's Macro-Control Function of the Government

Under the role of market resources, higher education investment subject diversified development, in addition to public colleges and universities, the government investment in university education funds gradually decreased, student payment ratio and market investment ratio gradually rising, the reduction of government special projects and college education resources demand, means that the government needs to change role, from highly centralized management system to guide supervision, from support market investment to realize the support for higher education. Market-oriented reform of higher education resource allocation, is not completely education resource allocation to market management, also does not mean that the government role of low, but through role change, control the relationship between the flow of market resources and higher education resources management, prevent on capitalization, when necessary for macro intervention, standing in the strategic height of education development, realize the global grasp of education system resource allocation, the government is still the "big brother". The realization path of government macro-control function mainly includes several aspects:

5.2.1. Establish and Improve the Property Rights System of Colleges and Universities

The market-oriented reform of resource allocation of higher education has realized the autonomous management of colleges and universities, and the liberation of the autonomy of colleges and universities, accompanied by the emergence of new problems, including the right

first, and the establishment and improvement of the property rights system of colleges and universities. The market-oriented reform of resource allocation in higher education has realized the autonomous management of colleges and universities and the liberation of autonomy in universities is also accompanied by the emergence of new problems, including corruption such as using power for personal gain and misappropriation of funds. The main reasons is that the property rights of colleges and universities are not clear and the responsibilities of agents are not constrained by laws and regulations. Therefore, the property rights of colleges and universities should be clarified from a legal perspective, including property ownership, possession right, control right, use right and usufruct right, so as to ensure the normal play of the resource allocation function of the property rights itself, closely link the quality of colleges and universities with the interests of agents, and ensure the normal play and use of university resources.

5.2.2. Play the Guiding Function of Resource Allocation

The government's education investment in the whole higher education resources still dominate, should ensure that education funds occupy 4% of all government budget to one, to the government teaching blind allocation flow, reflect the government support for colleges and universities, give play to the guiding function of education resources allocation, for the market resources to higher education form guide command. In addition, we should guide colleges and universities to expand market investment channels, attract investment from the social market through academic research and social services, and solve the financial problems of colleges and universities.

5.2.3. Establish A Supervision and Evaluation System

The marketization of university resource allocation means that the relationship between the quality of colleges and universities and the market resources is positively correlated, but this also leads some universities to empty the school quality publicity in order to expand the financing channels. To expand the enrollment scale and other means, to form a false brand effect. In view of the above phenomenon, the government needs to establish a supervision and evaluation system, conduct a scientific evaluation of the school quality and professional setting of colleges and universities, and publish the evaluation results in the market in first place, so as to guide the flow of market education resources and support the establishment of evaluation institutions in third-party colleges and universities. In addition, according to the running benchmark of universities at different levels, we should conduct scientific examination and approval in the establishment of new universities, strictly implement the supervision and evaluation system, close inferior universities, support weak colleges and universities, promote education equity, and prevent the waste of market education resources.

5.3. Give Full Play to the Independent Management Function of Colleges and Universities

The market-oriented allocation of resources in colleges and universities fully realizes the autonomous management of colleges and universities, and solves the waste of educational resources with their own profits and losses. At present, the imbalance of resource allocation in colleges and universities is mainly reflected in these aspects: first, the excessive construction and repeated construction of infrastructure. In the construction of popular professional scientific research institutions and laboratories, there is the problem of repeated construction of large regulations, resulting in a waste of resources. Secondly, the organization of the campus is instantly swollen, the government administrative management personnel are redundant, and the academic research personnel are less, so it is difficult to form the scientific research results with high technical content, and the government administrative management personnel occupy more resources. Finally, the information access between government groups and academic groups in school is asymmetric, and it is difficult for most academic groups to have a deep

understanding of the allocation and use of resources in colleges and universities. In view of the above phenomena, it is necessary to give full play to the independent management function of colleges and universities themselves, and realize the optimal allocation of educational resources in schools. The main strategies are reflected in these aspects.

5.3.1. Strengthen the Overall Management of Educational Resources

In view of the current resource waste problems such as excessive and repeated construction of hardware facilities in universities, it is necessary to carry out regular resource evaluation, understand the use efficiency of educational resources, tilt more resources to scientific research, professional construction and high-quality courses, and carry out scientific resource allocation according to the resource evaluation results. In addition, establish the educational resource management department to ensure the independence of the department and establish a resource supervision mechanism. Strictly abide by the relevant rules and regulations, make reasonable allocation, supervision and restraint of resources, eliminate the waste of resources from the source, and strictly limit the repeated construction of hardware facilities and other problems.

5.3.2. Establish An Internal Personnel Management Mechanism

In view of the current universities bloated authority, administrative personnel account for more resources, need to optimize the internal personnel management mechanism, according to the actual operation requirements of colleges and universities, streamline administrative department, reduce the number of redundant management personnel, tilt resources in academic research, realize the balance of administrative power and scientific research academic power. In terms of administrative construction, managers should fully understand the relationship between academic scientific research results and market education resource investment, so as to create a scientific research environment with academic atmosphere for academic scientific research talents, and further reduce the administrative burden of scientific researchers. In addition, timely feedback of students' demands, establish a flexible professional adjustment system, open the mechanism of major selection, major adjustment mechanism, so as to ensure the comprehensive development of students' quality.

6. Conclusion

In view of the imbalance between resources obtained by academic and administrative forces in colleges and universities, we should timely improve the information release feedback mechanism, update the traditional information transmission mode, and build a network information release platform with the help of the current advanced Internet information technology to ensure the rapid information transmission and accurate information content. The public information platform of academic groups and administrative groups can obtain the same resource information, and solve the contradictory phenomenon between the two sides caused by the asymmetry of obtaining information, so as to create a harmonious school atmosphere. Conclusion: The market-oriented reform of higher education resource allocation is the only way to solve the education inequality under the market economy system. For the allocation of higher education resources tool value and ontology value orientation, emphasizes the unified and coordinated development, both to play a role of college education, and promote social and economic development, in such case, in the government, market and universities to carry out three aspects of higher education resources market reform, realize the education fairness and optimal allocation of resources, is the primary strategy to promote the sustainable development of colleges and universities in our country.

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