

Research on Human Resource Management Incentive of University Teachers

Chao Liu, Badamdorj Batkhishig

School of Management, Ulaanbaatar Erdem University, Ulaanbaatar, 14210, Mongolia

Abstract: In the era of knowledge economy, talents are the core resources to promote the economic and social development, and university teachers as the executor of higher education, the development and management of human resources is particularly important. At present, with the popularization of higher education and the deepening of the market economic system, many colleges and universities are faced with the problem of insufficient quantity and quality of teachers, which not only affects the quality of education, but also restricts the long-term development of colleges and universities. Therefore, it is of great theoretical and practical significance to study the human resource management of university teachers, especially the effectiveness of the incentive mechanism. This paper analyzes and discusses the current situation of the incentive mechanism of college teachers and its optimization strategies. This paper sorts out the widespread lack of incentive in the incentive of college teachers, emphasizes “teacher first” and “knowledge first”, points out that the characteristics of teachers and the value of knowledge should be fully paid attention to, and provides some feasible incentive strategies. Optimize the performance evaluation mechanism and construct the management mode adapted to the characteristics of universities, and provide the theoretical basis for formulating more scientific incentive policies. With the deepening of higher education reform and the intensification of market competition, the establishment of a scientific and reasonable incentive system has become an important guarantee to improve the management level and education quality of colleges and universities.

Keywords: University teachers; Incentive mechanism; Human resource management; Countermeasures and incentive.

1. Introduction

In the era of knowledge economy, talents have become the key force to promote social progress and economic development. As the backbone of higher education, the development and management of human resources play an irreplaceable role in improving the quality of education and promoting the sustainable development of universities. However, with the popularization of higher education and the in-depth development of market economy, the teachers in colleges and universities face the dual challenges of quantity and quality, which not only affects the quality of education, but also limits the further development of colleges and universities. Therefore, the deep study of the human resource management of university teachers, especially the effectiveness of the incentive mechanism, is of profound significance for both theoretical research and practical operation. This paper aims to analyze the current situation of the incentive mechanism of university teachers, discuss the existing problems, and put forward optimization strategies, in order to provide theoretical support and practical guidance for the reform of the incentive mechanism of college teachers, and then promote the improvement of the overall management level and education quality of colleges and universities.

2. Background of Human Resources Development and Management of University Teachers.

2.1. The importance of talents in the era of knowledge economy

In the era of knowledge economy, talents have become the key resource to promote the development, especially in the

field of higher education. Under the tide of scientific and technological progress and globalization, the creation, dissemination and application of knowledge have become the core indicators to measure national competitiveness. In this context, high-quality professionals are crucial to adapt to the rapidly changing market environment. They can transform theoretical knowledge into practical power, and effectively respond to and solve various social problems. However, the higher education field is facing many challenges, one of which is how to improve the number and quality of teachers, and how to provide excellent educational services in the fierce market competition. At present, many colleges and universities encounter difficulties in attracting and retaining excellent teachers and stimulating their work enthusiasm and creativity. Therefore, colleges and universities must attach great importance to the development and management of teachers' human resources, and build a scientific and effective incentive mechanism, so as to improve the teaching quality, promote the professional development of teachers, and further enhance the core competitiveness of colleges and universities.

2.2. The Role of university teachers in higher education

College teachers play multiple roles in higher education, including knowledge communicators, learning guides, academic researchers, course developers and teaching quality assurance providers. They not only impart knowledge, but also cultivate students' thinking and innovative ability, and pay attention to academic performance and comprehensive quality. Teachers play a key role in curriculum development and teaching reform, updating teaching content to adapt to the development of society and science and technology, improving teaching quality and innovating education mode. In addition, teachers maintain academic integrity, establish a good academic atmosphere, and cultivate students' scientific

research ethics. Through these efforts, college teachers support the growth of students and make contributions to the development of society and the country. Therefore, it is crucial to optimize teachers' human resource management and incentive mechanisms to ensure that they play a full role in education.

2.3. Current situation and challenges of human resource management in colleges and universities

The human resource management in colleges and universities is faced with diversified challenges, which are mainly reflected in the shortage of the quantity and quality of teachers, the imperfect incentive mechanism, the rigid management system and the low professional satisfaction of teachers. These problems affect teachers' enthusiasm, innovation motivation, academic research and teaching quality, and also restrict the overall efficiency of running colleges and universities and the development of higher education. Therefore, it is necessary to innovate and optimize the human resource management to cope with the market competition and promote the effective development and management of teacher resources.

3. Application of the Theory of The Incentive Mechanism for University Teachers

3.1. Application of human capital theory

The theory of human capital emphasizes the importance of individual knowledge, skills and experience to the economic value, especially in the incentive mechanism of university teachers. Teachers' teaching and scientific research activities have a direct impact on the quality of education and academic level. Therefore, paying attention to and encouraging the human capital of teachers is the key to improve the efficiency of colleges and universities. Teachers' professional knowledge and ability are an important part of the competitiveness of colleges and universities. The incentive mechanism should focus on teachers' teaching and research performance, measure their work effectiveness through performance evaluation standards, and provide feedback to improve their professional ability. This mechanism can stimulate the enthusiasm of teachers, promote the promotion of human capital, and inject vitality into the development of colleges and universities. Investing in teacher education and training can bring high returns, and universities should provide career development support, such as research funding and training programs, to enhance teachers' knowledge and research skills, and thus promote academic development. In terms of salary design, we should pay attention to the incentive of teachers' scientific research and labor innovation, link the incentive policy with the actual contribution, improve the enthusiasm, and promote the transformation of scientific research achievements, and strive for more resources for universities. The theory of human capital provides the theoretical basis for the design of the incentive mechanism for college teachers. The effective incentive mechanism can improve the motivation of teachers, stimulate their enthusiasm for innovation, promote the quality of education and academic level, and realize the sustainable development of colleges and universities.

3.2. Influence of property rights theory on teacher motivation

Property rights theory emphasizes the importance of effective resource allocation and clear definition of property rights, especially in the incentive mechanism of university teachers, which is reflected in intellectual property rights and achievement sharing. As knowledge creators, teachers' achievements involve unique intellectual property rights, so reasonable property rights arrangement can promote teachers' enthusiasm and innovation. Colleges and universities should establish an intellectual property management system to protect teachers' achievements, reduce disputes and encourage investment. At the same time, the sharing mechanism is also important. Colleges and universities should encourage teachers to share their achievements through the reward mechanism, promote knowledge flow, and form a good academic atmosphere. The theory of property rights also guides scientific evaluation teachers in universities, consider the contribution of knowledge creation and dissemination, establish multi-dimensional evaluation standards and incentive measures, and encourage teachers to give full play to their potential and improve their professional development and innovation ability. In general, the theory of property rights provides theoretical support for the optimization of the incentive mechanism of university teachers, helps university universities pay attention to the needs of teachers and innovation motivation, promotes the level of education and scientific research, and injects long-term development vitality.

4. Establish the Incentive Principles According to The Incentive Theory

4.1. Put teachers first

The optimization of university teacher incentive mechanism emphasizes the core position of teachers and aims to provide new perspectives and practical guidance. According to the theory of human capital we can see that teachers is not only a knowledge disseminator, also the education quality assurance, their professional ability and enthusiasm directly affect the students learning effect and development of colleges and universities, has a great economic role, incentive mechanism can enhance teachers' sense of belonging and professional identity, improve teaching quality, promote scientific research innovation. The implementation of this incentive mechanism should create a cultural atmosphere of respect and trust for teachers, open the dialogue environment, adopt teachers' opinions, encourage participation in management and decision-making, and enhance the right to speak. Incentives should focus on teacher professional growth, provide career development opportunities, such as teaching workshops, skills training and research support, and establish dual-channel career development plans. Performance evaluation should consider teachers' performance in multiple dimensions and avoid a single quantitative evaluation. The incentive measures include academic achievement reward and workload adjustment. The principle of teacher-oriented is of practical significance to the human resource management of university teachers. It can improve career satisfaction, promote the improvement of education quality and the output of scientific research achievements, build a scientific and reasonable incentive mechanism, realize the sustainable development of

education, and cultivate high-quality talents.

4.2. Put knowledge first

In the optimization of the incentive mechanism of university teachers, the principle of “knowledge first” is not only the recognition of teachers' professional ability, but also the respect for the value of knowledge. This principle aims to guide universities to fully consider and attach importance to the knowledge value of teachers' contributions in teaching and scientific research when formulating incentive strategies. This concept reflects the importance of intellectual property rights and intellectual achievements in the era of knowledge economy, and urges university teachers to play a more important role in education, teaching and scientific research innovation. When implementing workflow, an evaluation system should first be established to emphasize the importance of knowledge and innovation in teacher development. Performance appraisal should go beyond teaching length and curriculum completion, including teachers' contributions to academic research, teaching reform, and educational innovation. Set incentive indicators, encourage teachers to participate in academic activities, and promote career growth and knowledge accumulation. Secondly, colleges and universities should strengthen incentive measures to promote knowledge creation and dissemination, establish flexible academic exchange platforms, encourage teachers to share their achievements and experiences, and cultivate the spirit of collaboration. Through research funds and incentive mechanisms, we will encourage interdisciplinary research and improve the scientific research level. Attention should be paid that the salary design should reflect the knowledge accumulation and potential of teachers, and consider academic achievements and scientific research contributions, so as to attract excellent talents and inject new vitality into higher education. Finally, the implementation of the incentive principle helps to form a good academic atmosphere, improve the efficiency of running schools, cultivate innovative talents, and promote the sustainable development of higher education.

5. Strategies to Optimize the Incentive Mechanism of University Teachers

5.1. Salary design and innovative labor

When improving the incentive mechanism of university teachers, the combination of salary design and innovative labor is very important. The development of knowledge economy and information technology requires that the salary system reflects teachers' innovative consciousness and ability to stimulate their creativity in teaching and scientific research. The salary of university teachers should recognize their innovative ability and academic contributions, and the design should be flexible and reasonable and related to their actual contributions. Universities can implement a project-oriented salary model, set up incentives for scientific research and teaching reform, and encourage teachers to innovate. The salary structure should include performance appraisal and market feedback. In addition to the basic salary, the salary will be adjusted according to the teachers' scientific research achievements, teaching quality and social service performance. Regular market research can help to adjust the salary level and structure to attract and retain excellent teachers. The pay system needs to be transparent to enhance teachers' trust and sense of belonging. Colleges and

universities should clearly convey the salary standard and encourage teachers to increase their work investment based on their own value. Transparency can enhance teachers' recognition of the incentive mechanism and promote innovation in teaching and research. At the same time, the salary design should support teachers' career development and personal growth, provide training and training opportunities, and enhance loyalty. Colleges and universities need to explore diversified salary structure, link salary with career development, encourage teachers to innovate, improve the quality of education and scientific research, and lay a foundation for the cultivation of high-quality talents.

5.2. Optimization of the performance evaluation mechanism

When optimizing the incentive mechanism of university teachers, the design and implementation of performance evaluation is the key. The current system places too much emphasis on short-term results and ignores the long-term investment and development potential of teachers. Reform needs to ensure fair evaluation and stimulate teachers' potential. First, the evaluation criteria should be diversified, including teaching quality, scientific research innovation, so as to fully reflect teachers' performance. Secondly, the evaluation process should be transparent and participatory, so that teachers can participate in self-evaluation and enhance their sense of responsibility and identity. The results of the evaluation should be made public to reduce doubts about impartiality. The results should also be linked to incentives for promotion, pay, incentives, and personal development plans. Good teachers should receive resource support, and those with poor performance should receive training and guidance. Finally, the evaluation cycle should be optimized, and a quarterly or semi-annual evaluation should be recommended to provide timely feedback and adjustment of teachers' work. Finally, establishing teacher personal development files is an important measure to further optimize the performance evaluation. This kind of file system can record the career development process of teachers, various training, discipline construction activities and scientific research achievements, form a dynamic evaluation system, and help universities to evaluate and motivate teachers more scientifically in daily management. Through these optimization measures, the performance evaluation mechanism can not only more accurately and fairly reflect the actual work situation of teachers, but also effectively encourage teachers to improve their own ability, actively participate in teaching and scientific research work, and lay a solid foundation for the improvement of the overall teaching quality and scientific research level of universities.

5.3. The Construction of a competitive compensation system

In the process of optimizing the incentive mechanism of university teachers, constructing the competitive salary system is a core link. An effective competitive salary system can not only attract excellent talents, but also stimulate the work enthusiasm and creativity of existing teachers. First of all, the design of competitive compensation system should fully consider the market demand and industry standards, so as to ensure the attractiveness of professional salary level. When formulating the salary, colleges and universities can learn from the salary structure of other universities in the same industry and region, and ensure the competitiveness in

the salary level through market research and data analysis. This strategy will help universities to form an advantage in talent selection and retention, especially in today's intense education market environment. Its competitive salary system should include two parts: fixed and variable salary. The former is set based on professional title and working years, while the latter is based on the performance evaluation of teaching effect, scientific research results and social services. In addition, universities should combine non-material incentives, such as career development opportunities and training, as well as setting up special funds to support teachers to participate in academic activities to enhance their professional identity. The transparency and fairness of the compensation system is crucial to building trust and a harmonious teaching environment. Universities also need to regularly evaluate and adjust the salary system to adapt to the development and changes of the market and universities to ensure the incentive effect. Through these measures, teachers can stimulate their enthusiasm for work, improve the quality of education, and promote the development of colleges and universities.

6. Conclusion

This paper discusses the current situation and challenges of the incentive mechanism of university teachers, and reveals the urgency and importance of optimizing the incentive mechanism from the importance of talents in the era of knowledge economy, the role of college teachers in higher education, and the current predicament of human resource management. By applying the theory of human capital and property rights, this paper constructs the incentive principle of putting teachers first and knowledge first, aiming to improve teachers' professional satisfaction and job motivation. Further, this paper puts forward specific strategies such as the combination of salary design and innovative labor, the optimization of performance evaluation mechanism and the construction of competitive salary system, in order to realize the comprehensive optimization of the incentive mechanism of college teachers. These strategies can not only

help stimulate teachers' enthusiasm for innovation and teaching vitality, but also promote the overall development of universities and improve the quality of education and academic level. To sum up, through the combination of theory and practice, this paper provides a useful reference and reference for the reform of the incentive mechanism of university teachers.

References

- [1] Zhang Ling. Research on the incentive mechanism of university teachers [J]. The Collective Economy of China, 2019.
- [2] Qi Weina. Discussion on the Incentive Mechanism of Universities in China [J]. Silicon Valley, 2018.
- [3] Ren Nana, Sun Haowei. Problems and countermeasures existing in the incentive work of college teachers [J]. Modern Marketing, 2012.
- [4] Zhang Lixia, Gu Fei. Analysis of the problems and measures of motivating college teachers in China [J]. Gold Card Engineering, 2008.
- [5] Yao Zhang. On the construction of the incentive mechanism system of college teachers [J]. Science and Technology Information Development and Economy, 2018.
- [6] Tu can can can. Investigation on the incentive mechanism of college teachers in Xinjiang Agricultural University [D]. Xinjiang Agricultural University, 2014.
- [7] Zhu Zhu, Huang Yan, Peng Liping, Ye Shasha. Research on teacher's incentive mechanism in university Human Resource Management [J]. Human Resource Management, 2018.
- [8] Liang is colorful flower. Incentives- -the engine of enterprise human resource management [J]. Journal of Shanxi Finance and Taxation Junior College, 2013.
- [9] Wang Tianxiang. The role of incentive mechanism in human resource management in colleges and universities [J]. Industry and Technology Forum, 2011.
- [10] Shen Xufeng. Thinking on the incentive mechanism in human resource management [J]. China E-commerce, 2010.