

Analysis on the Dilemma and Countermeasures of University Logistics Management under the Background of Logistics Socialization Reform

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Abstract: University logistics, as the cornerstone of the rapid development of higher education institutions, plays an important role of the operation of universities. It is also the important guarantee for the smooth implementation of the universities' teaching and research work. At present, the socialization reform of university logistics has become a new trend, but the university logistics is also faced with many difficulties in the new situation of socialization reform, which hinder its sound and rapid development. The university logistics should strengthen the propaganda, improve the employee team and innovate the unique logistics culture as well as management system to better achieve long-term development.

1. Introduction

University logistics shoulder the major functions of “three services and three types educations” (three services include teaching, scientific research, teachers and students service and three types educations include management, service, environment education). China's colleges and universities are in the key stage of high-quality development in the new period. Therefore, the rapid development of university education also needs a higher level of university logistics management. After more than 20 years of exploring the path of the socialization reform of logistics, the logistics of universities in China have undergone profound changes, and the role of market mechanism in the allocation of logistics resources has been gradually strengthened, which provides a strong support for the education and scientific research of universities in China. ^[1] How to improve logistics management ability under the background of logistics socialization reform is of great significance to the sound and long-term development of universities.

2. The Definition and Significance of the Socialization Reform of University Logistics

University logistics socialization is to persist the combination of policy support, government input, market-based operation and basic principles of enterprise management. We should adhere to separate government functions from enterprise management, insist on the separation of supervision and operation as well as the separation of profit and non-profit. The university logistic services should be incorporated into the socialist market economic system guided by the government and undertaken mainly by the society, then meet the needs of university development as a legal

personalization or market-oriented system. This definition has the following four meanings. First, university logistics should enter the market, so that the market can become the basic means of university logistics resource allocation. Second, the socialization of university logistics should be the result of macro-control and support under the guidance of the government. We should return the university logistics industry to the society, which has a strong economic attribute to get rid of the burden for the development of college and university. The third is that the socialized university logistics must meet the needs of universities. While having the essential function of “service” in the tertiary industry, it must incorporate “education” into its essential function, otherwise the university logistics will lose its value of existence. The fourth means that the socialization and marketization of university logistics organization form is enterprise legal personalization, which leads to realize the socialization, marketization, professionalization and modernization of university logistics service. Since 1999, when the General Office of the State Council held the first meeting on the reform of logistics socialization of colleges and universities in China, deep changes have taken place in the reform of logistics socialization in universities after nearly two decades of exploration.

The socialization reform of university logistics has improved the efficiency of work management. Compared with the traditional logistics management mode, the socialized management is more mature and the concept is more advanced the times. It combines many advanced management concepts and modes, improves the management level and guarantee capability as well as explores out a basic mode of university logistics reform, which provides a strong support for the education and scientific research of universities in China. At the same time, the socialization reform of college logistics also improves the quality of logistics service, and the integration of socialization mode provides teachers and students with more convenient and choices. Deepening the socialization reform of university logistics, optimizing the service mode under the influence of planned economy and overcoming the obstacles of system and mechanism are not only the needs of enhancing the new logistics service and guarantee system, but also the needs of constructing a modern university system with Chinese characteristics.

3. Dilemma Faced by University Logistics Management in China

The essence of university logistics is to provide good service to teaching, research, teachers and students. The level of service directly affects the education quality and the cultivation of talents. The improvement of the quality of logistics service management plays a decisive role in the construction and development of universities. In recent years, driven by the socialization reform, university logistics has made great progress in serving teachers and students, and has also made some achievements in work management, which ensures the smooth development of universities. However, we must admit that, according to the current situation, there are some prominent problems in the development of university logistics, which will affect the future development process and need to be paid attention to and solved.

3.1 Lack of Attention to Logistics

At present, most universities in China focus on teaching and scientific research. Both financial support and the importance of school leaders tend to pay more attention to teaching and scientific research, which leads to the neglect of the support role of logistics. Most people's impression of logistics is eating, sleeping and shopping, and they even have little understanding of logistics. Therefore, it leads to backward logistics infrastructure, or unable to keep up with construction and development of modern universities as well as other problems.

3.2 Inadequate Education University Logistics Staff

The management level of logistics is closely related to the cultural quality of logistics staff. Many logistics services are mainly repetitive labor, which leads to the low educational level of university logistics staff in China. Most of them are between 40-50 years old with below high school education background and they are generally labor dispatch. In addition, the vast majority employees are manual workers, and only fewer employees with professional skills. All these factors lead to the low salary and the lack of a good sense of belonging and identity. It is difficult to attract excellent university graduates or talents to work in the logistics system because there are few authorized size logistic staff positions. In general, the unreasonable personnel structure restricts the improvement of the university logistics management level.

3.3 Contradictions between the Management System and Operation Mechanism of University Logistics

Although the socialization reform of university logistics has been carried out for more than 20 years, there are still some colleges and universities in the management of planned economy. The collective benefit has little relationship with the income of individuals under such management mode, which seriously frustrates the enthusiasm, initiative and creativity of logistics workers. People only take care of what they work on and lack enthusiasm for their work.

3.4 Lack of Professional Informatization Management Talents

With the wide application of modern technologies such as digitization and internet and the rising of big data, information management plays a more and more important role in society. The requirements of university logistics management are more sophisticated, and teachers and students put forward higher requirements. In addition, university logistics involves a wide range of businesses, including catering, property, water and electricity, medical care, apartment, equipment maintenance and other businesses, and it is difficult to manage. The university logistics service system needs to collect various data in time and control the fluctuation of service data and indicators in real time, so as to do a better job of logistics support service in a more scientific and proper way and meet the ever-changing service needs of teachers and students in universities. However, there is a relative lack of professional personnel in logistics informatization, and it is difficult for logistics departments to employ highly educated and high-tech talent, which has become the bottleneck of university logistics management.

4. Countermeasures to Improve the University Logistics Management

The main function of university logistics is to serve the teaching, scientific research and the life of teachers and students and to meet the needs of the construction and development of universities in China. However, with the reform of colleges and universities in China entering a new development stage, the logistics service has gradually been widely concerned by the whole society. We are deeply aware of the shortcomings existing in the logistics management and strive to find ways to solve these difficulties. In order to improve logistics management in colleges and universities, we should take the following four measures.

4.1 Strengthen the Publicization of Logistics in Universities and Let More People Pay Attention to Logistics

University logistics is an important base of “three services and three types of education”(three services include teaching, scientific research, teachers and students service. Three types educations

include management, service, environment education), logistics staff should have a positive impact on students through their own behavior, improve teachers and students' impression of logistics personnel. Although the logistics work is complicated and trivial, everything is closely related to the study, work and life of teachers and students. Logistics is the foundation for the development of university, only with a solid foundation can the university develop more rapidly. The logistics department should give play to the strengths of the department on the basis of hard working to bring the activities that teachers and students like. For example, the catering division can hold making dumpling and zongzi activities in traditional festivals such as the Winter Solstice and Dragon Boat Festival. The university hospital may provide teachers and students different ways to learn health knowledge through lectures, first-aid knowledge training and other activities, and all these activities can strengthen communication with teachers and students. Disseminate the logistics service through the above ways to enhance the understanding of logistics service for teachers and students.

4.2 Strengthen Logistics Construction and Increase Employee Income

Human resource is an important resource in logistics service, which plays a crucial role in the development of logistics. We should establish a work assessment system at the leadership level, formulate work plans at the beginning of the year, and carry out work summaries and statements at the end of the year, so as to urge the leadership level to make achievements. We should carry out cadre rotation and selection of young cadres as well as optimize the logistics leadership structure. Experts should be regularly invited to give lectures for different employees and logistic team should carry out skill competitions and give professional training to enrich the team.

As for performance appraisal, compensation and reward distribution plan should be formulated according to service satisfaction, work attitude and performance assessment. Distribution according to labor and hard work should be rewarded, which can improve employees' work enthusiasm, enhance service awareness and improve service ability.

4.3 Create University Logistics Enterprise Culture and Improve Brand Awareness

University logistics service culture is an important embodiment of service, management concept and soft power of universities. Only by establishing professional brand of logistics service in university can we maximize the improvement of logistics management. It is necessary to clarify the people-oriented management concept, implement humanized management, fully respect employees, improve the working environment, and increase the sense of belonging and mission of logistics employees. ^[2] The logistics service department should keep pace with the times, know the needs of teachers and students timely, promote high-quality service concept and establish service brand awareness. We should strengthen the construction of logistics culture by holding a series fun sports games and symposiums to create a harmonious and united atmosphere, so that logistics employees can feel in a warm family and inspire employees to devote themselves to work with full enthusiasm, thereby improving logistics management quality can create a high-quality and connotative logistics corporate culture in universities.

4.4 Innovating the Logistic Management Mechanism to Adapt to the Development of University.

With the rapid development of China's information construction, advanced and convenient network information technology has penetrated into all aspects of school development and construction as well as the era of big data has quietly arrived. The traditional logistics management model can no longer meet the pace of digitalization, informatization, and intellectualization of the

society. To keep up with the development of universities, we must adapt to the overall development of the school and strengthen talent training and informatization. ^[3]

By relying on intelligent information and combining with high-tech technology, logistics services should plan the construction of smart campus, supervises the quality of logistics service by using the logistics service network platform, and completes the upgrading of campus card and card machine. Teachers and students can use the campus canteen, supermarket and library with only a mobile phone without campus card.

5. The Significance of Improving the Level of University Logistics Management

With the rapid development of economy and the continuous improvement of material well-being standards, the demands and quality of logistics services for teachers and students have been gradually increased. Under the general trend of the socialization reform of the university logistics, it is particularly important to improve the logistics management.

First of all, better logistics is beneficial to improve logistics management and service quality. By improving the management and the service quality according to the demands of teachers and students, we can fundamentally and effectively change the situation of unreasonable resource allocation and insufficient service, so as to optimize the logistics service management and service channels, boost efficiency and improve the service satisfaction of teachers and students.

Second, better logistics management is beneficial to guarantee the well development of university education, teaching and scientific research projects. Teaching and scientific research as the priority plays an extremely important role in the development and construction of university. Nowadays, China's universities are in an important strategic period of high-quality development. The logistics service, the role of the rear area guarantee, should give full play to its own advantages, do a good job in the guarantee work and escort the teaching and research development of the university.

Third, better logistics services can promote the socialization reform process of university logistics and provide better services for education. University logistics in China is promoted with the reform of national economic system and the development of higher education. After the comprehensive launch of the socialization reform of university logistics, major changes have taken place. It has broken the bottleneck of logistics development and made a unique contribution to the development of China's higher education. However, we must clearly realize that there are still many problems and difficulties in the logistics management of universities. Only by understanding the current situation of logistics management can we apply the remedy to the case, solve the difficulties encountered in the development and take corresponding measures, so as to accelerate the pace of the socialized reform of logistics in universities.

6. Conclusion

Driven by the socialization reform of logistics in universities, various colleges and universities are constantly adjusting working modes to meet the development needs of universities in the new era. University logistics management is the crucial guarantee for developing higher education. We should deepen the reform of logistics socialization, carry out the relevant policy, give solution to the problems so as to establish a powerful logistics service team. We should improve logistics management, meet the diversified demands of teachers and students to steadily push forward logistics service work and contribute wisdom and strength for modern education construction.

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