

Research on Factors Influencing the Construction of Industrial Colleges from the Perspective of Brand Value Co-creation

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Abstract: With the rapid development of social economy, higher vocational colleges play an important role in cultivating high-quality talents and promoting social and economic development. As a new marketing theory and practice method, brand value co-creation is widely used in organizations in different fields. Based on the perspective of brand co-creation, this study adopts S-O-R theory, that is, "stimulus-mechanism-response" theory, to explore the influencing factors of the construction of industrial colleges in higher vocational colleges. By understanding the stimulus factors, mechanism factors and reaction factors, this study constructed a comprehensive influence factor model including external environment, internal factors of the organization, individual characteristics and other dimensions. The research results will help understand and optimize the development of industrial colleges, improve their brand co-creation capabilities, and promote the sustainable development of higher vocational colleges.

1. Introduction

Vocational colleges play an important role in cultivating high-quality talents and promoting social and economic development, so the construction of industrial colleges has attracted increasingly attention. As a new marketing theory and practice method, brand value co-creation is widely used in organizations in different fields. It can be seen that it is of great significance to study the influencing factors of the construction of industrial colleges, especially to explore this issue from the perspective of brand co-creation. As a psychological theory, S-O-R theory puts forward the perspective of stimulus-mechanism response. It has been widely used in other disciplines such as management and sociology. The theory believes that human behavior is determined by external stimuli, internal mechanisms, and individuals. This article uses the S-O-R model to explore the influencing factors of the construction of industrial colleges from the perspective of brand co-creation. Stimuli refer to the various impacts of the external environment on industrial colleges in higher vocational colleges, including government policy support, industry competition, and social

needs. Government policy support can provide funding and resource guarantees, which is conducive to the development of industrial colleges. Industry competition and social needs will affect the curriculum and talent training models of industrial colleges; these mechanisms refer to the internal psychological and cognitive processes of individuals, and the intermediary process of responding to stimuli. In the construction of industrial colleges in higher vocational colleges, the internal factors of the organization are important factors affecting the mechanism. Internal factors of the organization include school leadership, teaching staff, and teaching resources. The decision-making and leadership abilities of leaders of higher vocational colleges play a vital role in the development of industrial colleges. Excellent teaching staff and rich teaching resources can improve teaching quality and training capabilities, thereby enhancing the brand value of industrial colleges; reaction refers to an individual's behavioral and psychological response to stimulation. In the construction of industrial colleges in higher vocational colleges, individual characteristics will also have an impact. Individual characteristics include student characteristics and employee characteristics. Students are the main targets of industrial colleges, and their needs and ability levels will directly affect the development of industrial colleges. The teaching ability and dedication of employees will also affect the image and reputation of the industrial college [1, 2].

2. Construction of a Factor Model Influencing the Construction of Industrial Colleges from the Perspective of Brand Value Co-creation

From the perspective of brand co-creation, the construction of industrial colleges is affected by multiple factors. As a new marketing theory and practice method, brand value co-creation is widely used in various organizations. Based on the perspective of brand co-creation, this study uses S-O-R theory to construct a comprehensive influencing factor model to explain the influencing factors of the construction of industrial colleges and the relationships between them. The model contains three dimensions: external environment, internal organizational factors, and individual characteristics, Figure 1.

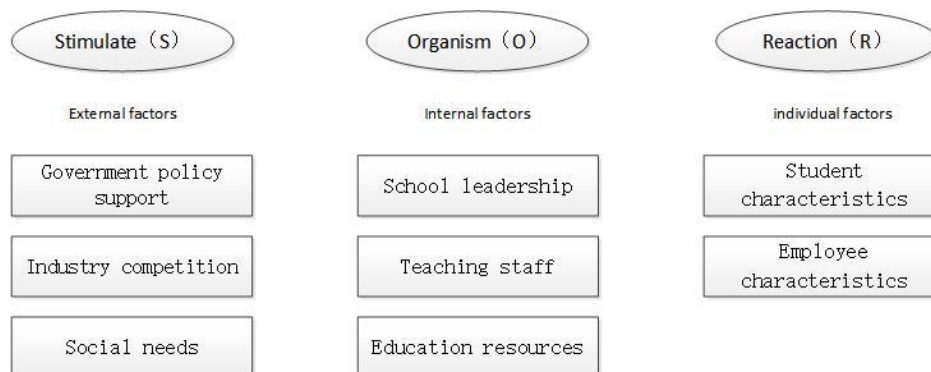


Figure 1: Model diagram of influencing factors

2.1. The Impact of External Environment on the Construction of Industrial Colleges

The first is government policy support. The government has played a key supporting and promoting role in the development of higher vocational colleges. Government policy support can provide financial and resource guarantees for industrial colleges and help promote their development. First of all, government financial support is an important guarantee for the construction of industrial colleges. The government gives priority to allocating funds for the construction of higher vocational colleges and provides financial support to help industrial colleges build and improve infrastructure. This is of great significance for the industrial college to improve

the level of running schools and improve teaching conditions. The government also encourages and supports the scientific research and innovation capabilities of industrial colleges by setting up special project funds and promotes the closer integration of colleges with enterprises and society. Secondly, government policy support can provide resources and opportunities for industrial colleges [3]. The government formulates relevant policies for the construction of higher vocational colleges, provides resources and opportunities, encourages industrial colleges to cooperate with enterprises and industry, and promotes school-enterprise cooperation and the integration of industry, academia and research. Through policy guidance and incentives, the government creates a good external environment for industrial colleges and promotes the industrialization and professional development of colleges. In addition, the government also promotes the standardization and standardization construction of higher vocational colleges through policy support. The government formulates relevant policies and standards to guide industrial colleges to improve internal management and quality assurance, and promote the standardization and standardization construction of colleges. Government policies also stipulate the evaluation and assessment of higher vocational colleges, supervise and evaluate the level of school running, and encourage industrial colleges to continuously improve their teaching standards and management capabilities [4]. Finally, government policy support has an important impact on the construction of industrial colleges. The government's financial support, policy guidance, and standardized construction can provide strong guarantees and opportunities to promote the healthy development of industrial colleges. Industrial colleges should actively cooperate with the government, make full use of government policy support, improve their own brand co-creation capabilities, and promote the sustainable development of higher vocational colleges [5].

The second is the competition situation in the industry. The intensity of industry competition has an important impact on the development of industrial colleges. First of all, industry competition directly determines the survival and development space of industrial colleges. In a highly competitive industry, industrial colleges need to face competition from other similar institutions, including other vocational colleges and ordinary universities that offer similar majors, as well as some training institutions. This requires industrial colleges to continuously improve their education and teaching quality, curriculum, and talent training models in order to stand out in the fierce competition. Secondly, industry competition will also affect the resource allocation and development direction of industrial colleges. In a good competitive environment, industrial colleges can obtain more teaching resources and financial support and improve teaching quality and academic reputation through interaction and cooperation with other colleges and universities, sharing resources and cooperative education. At the same time, in a fiercely competitive environment, industrial colleges also need to adjust professional settings and training models according to market demand and competition conditions to ensure the cultivation of high-quality talents that meet market demand. Thirdly, industry competition will also have an impact on the brand image and reputation of industrial colleges. Industrial colleges that stand out from the competition can often gain more recognition and support, increasing brand awareness and reputation. In a highly competitive environment, if an industrial college performs poorly in aspects such as teaching quality, teacher level, and student employment, it may damage its reputation, thereby affecting student enrollment and employment [6].

The third is social needs. With the rapid development of social economy, society's demand for high-quality talents continues to increase, which has put forward higher requirements for the development of industrial colleges. Industrial colleges need to adjust and optimize curriculum, talent, training models, and other aspects according to the needs of society to better meet the actual needs of society. In the construction of industrial colleges, it is essential to understand and analyze the social needs to determine the direction of development and provide suitable education and

training programs. Only by adjusting teaching content and methods according to social needs can we cultivate high-quality talents that meet social needs and realize the sustainable development of industrial colleges. In addition, social needs are also an important link between industrial colleges and society. As a higher vocational college, industrial colleges have close connections and interactions with society. By understanding the needs of society, industrial colleges can effectively connect with society, provide targeted training and services to society, and at the same time obtain support and resources from society [7].

2.2. The Impact of Internal Organizational Factors on the Construction of Industrial Colleges

The first is school leadership. Their decision-making and leadership skills have an important impact on the development of industrial colleges. Excellent school leaders can formulate clear development strategies and goals, and can effectively organize resources to promote industrial colleges towards these goals. First, excellent school leaders have vision and innovative capabilities in formulating development strategies. They can predict and grasp the development trends of education and industry, and provide guidance for the positioning and layout of industrial colleges. By formulating clear development strategies, they can enable industrial colleges to better adapt to social needs and industry changes, thereby enhancing their brand co-creation capabilities. Secondly, excellent school leaders have the ability to allocate resources. They can effectively organize and utilize various resources, including funds, teaching staff, teaching facilities, etc., to provide support for the development of industrial colleges. They can rationally allocate resources, ensure balanced development in all aspects, and improve teaching quality and training capabilities. In addition, excellent institutional leaders play an important role in team building and management. They can give full play to their team strengths, attract and retain excellent teachers, and provide a good educational environment and development opportunities. They can stimulate the potential and creativity of teachers, improve their teaching level and research results, and contribute to the co-creation of brand value of industrial colleges. School leaders have an important influence on the development of industrial colleges. Their decision-making and leadership capabilities can provide clear development directions and strategies for industrial colleges, effectively organize and allocate resources, stimulate the potential of teachers, and promote the development of industrial colleges towards higher brand co-creation capabilities. Therefore, it is necessary to strengthen the construction of the leadership team of colleges and universities, cultivate and select outstanding leadership talents, improve their management level and capabilities, and provide strong support for the sustainable development of industrial colleges.

The second is the teaching staff. Excellent teaching staff plays a vital role in the development of industrial colleges. First of all, the quality and ability of the teaching staff directly affect the quality of teaching and training capabilities. High-level teachers have solid subject knowledge and teaching experience. They can accurately grasp students' needs during the teaching process and provide high-quality and innovative teaching content and methods. They can stimulate students' interest in learning and cultivate students' independent learning ability and innovative spirit. At the same time, excellent teaching staff can also provide students with professional knowledge and skills training that is closely integrated with industry needs, ensuring that students can successfully find employment after graduation. Secondly, the development and training of teaching staff will also have a profound impact on the construction of industrial colleges. Industrial colleges need to establish a sound faculty training mechanism and continuously improve the academic level and teaching ability of teachers by providing further study and training opportunities. In addition, establishing incentives and training mechanisms to encourage the growth and development of outstanding young teachers and strengthening the training and guidance of young and middle-aged

teachers can effectively improve the overall quality and ability of the teaching staff. Thirdly, the stability of the teaching staff has an important impact on the development of industrial colleges. A long-term stable teaching staff can provide a continuous teaching force and ensure the continuity and stability of teaching quality. At the same time, a stable teaching staff can also accumulate rich teaching experience and a resource network for cooperation with enterprises, providing good support for the brand building of industrial colleges. Therefore, industrial colleges need to focus on the training and mobility of teaching staff, provide a good career development, environment and treatment, and improve the cohesion and stability of the teaching staff.

The third is teaching resources. Teaching resources include resources such as teachers and teaching facilities. Excellent teaching staff and sufficient teaching facilities are key supports for industrial colleges to improve teaching quality, cultivate capabilities, and enhance brand value. First of all, an excellent team of teachers is an important guarantee for improving the quality of teaching and the brand value of industrial colleges. The teaching team is the core resource of the Industrial College. They have rich educational experience and professional knowledge and can provide students with professional guidance and support. Their teaching ability and professionalism directly affect students' learning results and the reputation of the college. Therefore, industrial colleges need to pay attention to the recruitment and training of teachers and improve the overall quality of the teaching team by attracting excellent teachers to join and providing a good teaching environment. Secondly, adequate teaching facilities are also an important part of the construction of industrial colleges. Teaching facilities include classrooms, laboratories, libraries, and other places and equipment. Adequate teaching facilities can provide a good learning and practical environment to meet students' learning needs. For example, well-equipped laboratories can support students in conducting experiments and practical operations to enhance their practical capabilities. At the same time, the rich library resources can meet students' academic research and reading needs and promote their overall quality improvement. Therefore, industrial colleges need to focus on the construction and updating of teaching facilities and create a good learning environment.

In the allocation of teaching resources, industrial colleges can also use modern technological means to improve teaching quality. For example, the use of multimedia technology can provide rich teaching resources and interactive learning opportunities to help students better understand and master knowledge.

2.3. The Impact of Individual Characteristics on the Construction of Industrial Colleges

One is the characteristics of students. As the main target of industrial colleges, the characteristics and needs of students will directly affect the development of industrial colleges. First, students' needs will affect the curriculum and talent training models of industrial colleges. Different students have different interests, career aspirations, and learning needs. Industrial colleges need to design appropriate course content and training plans based on students' needs. For example, if students are particularly interested in a certain professional field, the industrial college can add related professional courses or provide specialized training to meet the needs of students. Secondly, the ability level of students will also affect the development of industrial colleges. Students' learning and practical abilities will determine their performance in practical courses, internship training, and scientific research projects. If students have strong practical and innovative abilities, they will be able to bring more academic and practical results to the Industrial College and enhance the brand value of the Industrial College. In addition, students' attitudes and behaviors will also directly affect the image and reputation of industrial colleges. Students' active participation and cooperative spirit will help the Industrial College establish a good teaching atmosphere and student community and enhance the overall image of the Industrial College. On the other hand, students' bad behaviors and

negative attitudes may have a negative impact on industrial colleges and even damage the reputation and brand value of industrial colleges. Students' needs, ability levels, attitudes, and behaviors will directly affect the development and brand co-creation capabilities of industrial colleges. Based on the characteristics of students, industrial colleges can continuously optimize students' learning experience and development space by adjusting course settings, training plans, and student management, thereby improving the development level and influence of industrial colleges.

The second is employee characteristics. The teaching ability and dedication of employees are directly related to the image and reputation of industrial colleges. First of all, teachers' professionalism and teaching ability are important aspects of employee characteristics. Excellent teachers can conduct high-quality teaching activities and improve students' learning results. They have solid professional knowledge and rich teaching experience and can transform professional knowledge into vivid teaching content to stimulate students' learning interests and initiative. At the same time, they can also use diversified teaching methods and methods to meet the learning needs of different students. Therefore, having a high-level teaching team is the key to the construction of industrial colleges. Secondly, employee engagement is also crucial to the construction of industrial colleges. Engaged employees demonstrate a proactive attitude and a high sense of responsibility at work, and they are willing to put in extra effort to complete work tasks. Dedicated employees are passionate about their work, constantly pursue the improvement of teaching and scientific research levels, and actively participate in various work and reforms of the college. This professionalism will effectively promote the development of the Industrial College and establish a good image and reputation for the school.

In addition, the teamwork ability of employees also affects the construction of industrial colleges. Teamwork is an important guarantee for internal coordination and development of industrial colleges. Employees need to have good communication and collaboration skills, be able to establish good cooperative relationships with colleagues, form an efficient team, and jointly complete various tasks of the college. The ability to work as a team will enable the Industrial College to better respond to complex challenges and problems and improve the college's overall work efficiency and competitiveness.

3. Conclusion

According to the comprehensive influencing factor model constructed by the S-O-R theory based on the perspective of brand value co-creation in this paper, the following conclusions are reached. First, the external environment has an important impact on the construction of industrial colleges. The intensity of government policy support, industry competition, and changes in social needs will all have an important impact on the development of industrial colleges. Government policy support can provide the necessary resources and financial support for industrial colleges and promote their development. Changes in industry competition and social needs will affect the curriculum and talent training models of industrial colleges. Second, the internal factors of the organization also have an important impact on the construction of industrial colleges. The decision-making and leadership abilities of school leaders are important driving forces for the development of industrial colleges. Excellent teaching staff and rich teaching resources can improve teaching quality and training capabilities and enhance the brand value of industrial colleges. Third, individual characteristics also play an impact on the construction of industrial colleges. The characteristics and ability levels of students directly affect the development of industrial colleges. The teaching ability and dedication of employees will also affect the image and reputation of the industrial college. Through the study of these influencing factors, it can help higher vocational colleges better understand and optimize

the development of industrial colleges, improve their brand co-creation capabilities, and further promote the sustainable development of higher vocational colleges.

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