

Research on innovation of university leadership network management based on the concept of knowledge management

Wei Zhao

Institute of media, Xi 'an Peihua University, Xi'an, China

Abstract. In the era of knowledge economy and network, colleges and universities are increasingly becoming a collection of real world and virtual time and space. More and more college students obtain information, learning, and educational resources through the Internet. Under the influence of the Internet world, colleges and universities are using the current situation of network management. The traditional management concept is difficult to play a management role, and management is becoming more and more difficult. It is urgent to establish a new management model that adapts to the requirements of the times, to utilize the value of human resources by expanding personnel allocation, to support the high-quality development of teaching work, and to help colleges and universities. achieve sustainable development. Starting from this demand, innovating the existing management model based on the knowledge management concept has become an effective strategy for integrating human resources and knowledge resources in colleges and universities in the new era and improving the level of comprehensive management. The core of knowledge management is the innovation of network management, which aims to provide certain scientific thinking for university management and promote the sustainable development of universities.

Keywords: knowledge management concept; university leadership; network management; innovation; research.

The goal of knowledge management is to realize the innovation, exchange, accumulation and utilization of knowledge. And people are the creators and users of knowledge, so knowledge management must start from people and be people-oriented. In the era of knowledge economy, the value of human resources has been further highlighted, and the competition for high-end talents among employers has become more intense. Universities have become the main places for the dissemination of various resources, which belong to the collection of the real world and the virtual world. When the managed objects are fully devoted to the network, it is difficult for managers to manage effectively. Information technology and network technology are in universities. It constantly affects every student. As a leader of a university, one should have a long-term vision, be active in innovative thinking, and have the ability to guide the dissemination of network information. Only by making comprehensive preparations can university leaders ensure that they cultivate under the influence of many network information. Quality of students. The concept of knowledge management should also be introduced into the network management of colleges and universities to provide support for all aspects of the current network management of colleges and universities from the perspective of knowledge management. While promoting the upgrading of network management, the potential of talents should be tapped. Taking the opportunity of higher education reform, explore the network management model of colleges and universities based on knowledge management, ensure the stability of network management, stimulate the creativity of managers, and provide network support for the sustainable development of colleges and universities.

1. An overview of the connotation of knowledge management

In the era of knowledge economy, knowledge management is a new management model, and the management concept has never appeared before. At present, there is no clear definition of global knowledge management. Some experts believe that knowledge management means strengthening innovation through collective leadership, the ability to adapt to changing organizational environments, and being able to manage effectively to ensure the sharing of strengths and tacit knowledge within the organization. Some believe that knowledge management refers to the process of creating practical

value through the use of intangible knowledge assets in an organizational enterprise, and some believe that knowledge management should be regarded as the continuous management process of enterprise collective knowledge, so that these knowledge resources can be effectively used. Meet current or future needs and create greater opportunities to develop using existing and available knowledge resources in the following areas. In addition, experts believe that knowledge management is a highly educated knowledge management system designed to help enterprises effectively cope with and Continuous interruption of related environmental changes, and improve its ability to adapt to the changing environment, thereby promoting the improvement of enterprise vitality and management efficiency [1]. According to the materials and opinions provided by these experts, it can be concluded that knowledge management is based on information and data, and the management of knowledge resources is people-centered, enabling enterprises to share knowledge and experience, thereby improving the innovation ability of enterprises and adapting to new ability of the environment.

2. An overview of the characteristics of knowledge management

Knowledge management not only draws on the people-oriented management concept to a large extent, but also draws on the innovative concept of knowledge economy. Therefore, knowledge management and traditional management have many characteristics. Knowledge management is based on values, and values themselves are Able to generate knowledge resources, it aims to use these resources effectively and improve the ability of individuals or enterprises to create value. The basis of knowledge management is that knowledge resources are the most important strategic resources of enterprises, and only by paying attention to these resources can resources be effectively used, related to knowledge, and continue to carry out knowledge-related innovations in order to use these resources to improve the sustainability of enterprises and make them Be able to respond effectively to changing and unstable environments and improve the competitiveness and vitality of enterprises. Knowledge management includes not only the management of enterprise-led knowledge, but also knowledge management at the enterprise and individual levels. It is only a part of knowledge management, aiming to realize the sharing of enterprise collective knowledge resources, including all core knowledge, hidden knowledge and know-how. Internal and external knowledge of the business. Because talent is the only creator of knowledge resources, and the value of knowledge resources always lies in continuous innovation activities, people are the source of knowledge innovation, knowledge capital is the most important part of human capital, and knowledge management is extremely important to human resources. Meaning, only high-quality people can create intellectual resources indefinitely, so knowledge management needs to constantly emphasize people, and knowledge management needs to focus on innovations related to knowledge resources.

3. The necessity of network management for university leaders

3.1 The needs of the university's own development

When the school expands its enrollment, more and more things need to be managed, and resources will be limited. The use of network managers can effectively solve problems. The scale is only more than 2,000 people. Due to the expansion of college enrollment, it has now expanded to about 20,000 people. The majors have also increased from the previous few to more than 30. The secondary colleges have increased from one or two to eight now. From the initial one to three, the need to manage things gradually increased, which made teaching resources more limited. The management of universities is complex and requires accurate leadership and a high sense of responsibility. Therefore, doing a good job in the network management system of universities is an effective means to solve the problems of university development.

3.2 The need to improve the level of teaching management

The application of computer network technology in teaching management is an important means and means to improve teaching quality. The teaching methods and methods of universities must meet the requirements of IT development. Colleges and universities should strengthen the establishment of campus networks and the Internet, implement network management systems for educational institutions in colleges and universities, create conditions for teachers and students to use information technology, and quickly, effectively and accurately transform complex and necessary work into simple work.

3.3 The need to update the teaching management system

The school's existing teaching management system is mainly limited to performance management, which does not meet the needs of teaching management. Most of the data needs to be entered repeatedly, so a large amount of data is accumulated, which brings difficulties to the maintenance of the database and makes the consistency between the data more difficult. Implementing the university network management system can ensure the fairness of students' course selection, and the teaching process is more scientific and standardized. Therefore, the application of the university network management system will improve the overall operation of the school and promote the development of the school to a higher level.

4. Colleges and universities lead network management innovation

4.1 Change the concept of network management

The traditional university management work focuses on the management of teacher and student affairs, but in the network environment, the school network will greatly expand the scope of the campus and integrate it into every country and any corner of the world, and various socially heterogeneous information resources. Through the campus network, it can be used by teachers and students in a short time. This two-way interaction with the information resources in the network makes every university today have the characteristics of "social university". Obviously, the complexity, breadth and depth of management objects in the network environment cannot be expressed. Therefore, teaching and learning must learn management, and the most important thing is that university administrators themselves should change the traditional management thinking. It is necessary to establish a new and open management concept, change the traditional concept of management of schools and teachers and students, pay attention to the establishment and management of information resources on campus websites, pay attention to individual management, pay attention to the management team, change management preferences, and pay attention to early management, to implement the management, can prevent it in the bud [3]. In the real world, university leaders can achieve management goals, stemming from the explicit behavior of teachers and students, such as what they hear or see, but in the virtual network world, such traditional management is elusive, leading managers to need Spend more time observing and understanding the impact of the network on teachers and students, so as to provide targeted management and guidance. Therefore, the management of colleges and universities should strive to study and strengthen the strategy of online education management and service, to cope with the growing virtual space and challenge space, and to pay attention to emotional guidance, psychological linkage, and to do deeper human and meticulous ideological work.

4.2 Improve network quality and build knowledge sharing

Institutions of higher learning have three functions, including service, teaching, and scientific research [4]. Each function has different meanings. Service refers to the use of knowledge resources, while teaching refers to the dissemination of knowledge resources. The remaining functions of scientific research mainly refer to the creation of knowledge. Therefore, universities are the most

important organizations in the era of knowledge economy, and also the production of knowledge resources. main source. In order to have a certain competitive advantage in the market, universities must improve the efficiency of knowledge management. Unlike traditional social productivity resources, knowledge resources are not consumed even if they are used, and can continue to create more value. In order to To maximize the value of knowledge resources, knowledge sharing must be carried out. The monopoly of knowledge resources will lead to the impossibility of knowledge sharing. Knowledge sharing is the main driving force of knowledge innovation, which is the core of knowledge management. Therefore, effective knowledge management requires knowledge sharing.

Network quality mainly refers to people living in the network age, with the ability to solve and adapt to network problems and solve problems. University is the main place of education informatization. With the development of the times, the degree of network informatization is gradually rising. The urgent needs of network campuses and network teachers and students make the management of colleges and universities need to have good network quality. Leaders without network quality cannot become modern. Leaders, it is difficult to imagine that leaders can effectively manage the network. More importantly, the network quality of leaders affects the level of school development and construction to a certain extent. Therefore, university leaders must learn. Only by mastering some basic network knowledge and skills can we truly understand network management. To have professional network quality, university leaders should conduct network management according to knowledge management, which is also a management requirement. In addition, college leaders should understand the general characteristics and laws of network management, attach great importance to network construction, and be highly sensitive and insightful. Practice has also shown that the network construction and management of colleges and universities are directly related to the quality of the school leadership network. Leaders who really understand the network will really pay attention to the application of network construction in school teaching and scientific research management. Therefore, university leaders should form a correct view of the network, master the core technology of the network, improve their own network quality, and create employment opportunities in the network, gradually become network administrators, and become high-quality university administrators that meet modern requirements.

4.3 Shaping the content of network management, the foundation of innovation management

Management innovation must be carried out on the basis of content innovation. An all-encompassing and heterogeneous online world can benefit people and make students learn bad. In the network environment, the leaders of colleges and universities are no longer concrete and tangible, despising the specific content, and attaching importance to the construction of ethical norms are the characteristics of management. The Internet culture with basic characteristics such as digitization, openness and inclusiveness affects traditional knowledge from all aspects, both material and spiritual, and realizes the systematic transformation of elites into the masses. According to the characteristics of network culture dissemination, cultivate a reasonable network harmonious culture, actively and effectively encourage the dissemination of harmonious thoughts, so as to create favorable conditions for the dissemination of network culture, for the dissemination of harmonious and symbiotic social humanistic spirit, and also for the reasonable formation of network public opinion Culture creates a favorable environment, improves relevant legal systems in a timely manner, and reasonably delimits legal and illegal boundaries. To form public opinion online, university management must be open, transparent and inclusive. The ultimate purpose of establishing a rational network culture is not to promote more effective management, but to accept such norms, so that everyone in the network world can develop in a healthy, free and harmonious way.

Then, it is necessary to strengthen the construction of public opinion in space ethics and legal education in colleges and universities. Since concealment and freedom are the characteristics of the Internet, many students think that they can express their views unimpeded on the Internet without being constrained by morality and law, so their moral consciousness, moral behavior, moral norms, etc. It is difficult to be managed, therefore, the university management needs to train students as the

main body of public opinion on the Internet, so that they need to take a responsible attitude towards the information they disseminate, the speech they make, and they need to independently express various interest demands and conduct online communication. Online discussions and judgments must abide by norms. Especially when it comes to information that may harm others and the public interest, one must learn to examine and judge rationally rather than vaguely. They need to understand that rationality and seriousness are not only a social responsibility, but also their own protection. Therefore, it is necessary to cultivate students' awareness of online morality and carry out positive education through various channels. At the same time, from a legal point of view, students realize that online public opinion is actually a constitutional reflection of citizens' freedom of speech in the Internet age, not a legal vacuum. Internet public opinion is protected by both laws and laws, and in the event of an illegal act, it also bears legal responsibility. Education should allow students to restrain their own network words and deeds, strengthen network self-discipline and morality, improve network information verification capabilities, and strengthen network security and prevention.

4.4 Improve network management

The object of management in the network age is virtual, the means are more intelligent, the management process is more interactive, the scope of management is not fixed, and the management of university leaders has changed from tangible management to intangible, so it is necessary to improve the management method in an all-round way, and strictly manage the original Shift to more inclusive management. Based on knowledge management, it focuses on humanized management and puts people in the first place. Strict management methods cannot be used all the time, and it is necessary to go hand-in-hand with tolerance and sparseness at the right time, which can not only improve the quality of people, but also improve the well-being of teachers and students. In the network era, the management center is no longer a group in the organization, and a node of the network represents a person [5]. Thus, the task of running the university becomes a resource coordination effort to help each faculty achieve their personal and organizational goals. This "people-oriented" management is not the abandonment of traditional management tools, but a higher requirement for these tools. In addition, in the formulation of network management, people-oriented is the premise. At the same time, attention should be paid to the particularity of the network. Starting from the mentality and needs of contemporary students, solve their psychological contradictions through psychological enlightenment and student-oriented, straighten out interpersonal relationships, and promote campuses. Harmonious development, in the final analysis, is to realize the harmonious development of the whole society.

5. Conclusion

In a word, network management is very important to the development of colleges and universities. College leaders should actively innovate the management mode. As a new management mode, knowledge management can stimulate the creativity of managers and is conducive to the healthy and sustainable development of college network management.

References

- [1] Qi Chongjiang, Liu Yun, Liu Dong, Azadanmu • Abulizi. Overview of Knowledge Management [J]. Xinjiang Nonferrous Metals, 2020, 43(06): 101-103.
- [2] Zhang Bin, Xiong Ao. Knowledge management in the data age [J]. Knowledge Management Forum, 2020, 5(04): 219-226.
- [3] Li Chunyu. Research on the role and management of network public opinion in colleges and universities [J]. Changjiang Series, 2020(18):94+96.

- [4] Jiang Xiaodan. Exploration of management innovation in higher vocational colleges based on the concept of knowledge management [J]. Journal of Guangdong Light Industry Vocational and Technical College, 2021, 20(04): 10-14.
- [5] Yang Qing. Research on the ability training path of young teachers in the new era from the perspective of knowledge management [J]. Journal of Jinan University (Social Science Edition), 2021,31(02):150-156.