

Research on the Informatization Construction of University Administration in the Era of Internet+

Chen Li

Shaanxi Normal University, Shaanxi 710119, China

Abstract: Based on the coming trend of the "Internet+" era, the continuous development of information technology has changed the administrative management mode of colleges and universities to a large extent, and can also promote the overall improvement of the quality of college management. However, from the current development trend, there are still some problems during the construction of administrative management informatization in universities, such as urgent improvement of infrastructure, outdated innovation and development of information technology, inadequate understanding of administrative management informatization, and loopholes in network informatization construction systems, which hinder the pace of informatization construction. The article analyzes these issues and proposes relevant strategies based on them.

Keywords: Internet+, Universities, Administrative Management, Information Construction.

1. Introduction:

Objectively speaking, the informatization construction of administrative management in universities is a key way for the current development of administrative management in universities. While strengthening the level of administrative management, it can also increase the frequency of communication between departments, achieve effective savings in work time, and promote the modernization of administrative management models. Based on this background, colleges and universities need to continuously improve and optimize the administrative management system according to the main characteristics of the "Internet+" era, to escort the smooth implementation of college education, scientific research and other related work.

2. The Positive Impact of the "Internet+" Era on University Administration

The so-called "Internet+" is actually to work with the help of the Internet of Things, computers and other related technical means in the context of the Innovation 2.0 era, integrating the Internet and every industry. From the perspective of administrative management in universities, due to the complexity of this work, building a platform through modern information and other technological means can steadily improve the quality of administrative management. In a word, based on the trend of the "Internet+" era, it will have a positive impact on the administrative management of major universities, including the following:

(1) Can break traditional management models and improve work efficiency

Based on the background of the "Internet+" era, the administrative work of colleges and universities can be transformed from the past manual way to the current information way, so as to promote the effective improvement of its work level. Moreover, the application of Internet technology in administrative management can ensure the smoothness and timeliness of information transmission between departments, effectively improve the level of cooperation between departments, and thus promote the

sustainable development of colleges and universities [1].

(2) Can make the administrative management of universities more intelligent

Based on the background of the "Internet+" era, university administration should follow the pace of the times. Currently, various information technologies are emerging like mushrooms after rain, causing major universities to put forward more and more requirements for administrative management work. Most teachers and students are also willing to accept new things and concepts, so administrative management should actively transform its management mode and focus on the construction of informatization. At this time, "Internet+" gradually highlights many advantages, such as being more intelligent, more trendy, more advanced, and so on, making university administration more intelligent.

To sum up, based on the background of the "Internet+" era, it has brought a more positive impact on the administration of major universities in China, and also put forward more stringent requirements for this work. So this requires relevant managers to change their understanding from a ideological perspective, invest their time and energy in the implementation of administrative management informatization construction, so as to keep up with the times, develop together with the times, and make progress together.

3. The Problems Existing During the Informationization Construction of Administrative Management in Universities

(1) Infrastructure urgently needs improvement

However, from the current development trend, information infrastructure is still in an urgent need for improvement. The main reason is that some universities, due to lack of funds, are unable to improve and optimize relevant computer hardware equipment in accordance with the needs of information construction, resulting in most hardware facilities not being able to keep up with the pace of the times, leading to a significant discount in the effectiveness of information construction.

(2) The innovation, development, and application of information technology are lagging behind

Firstly, in terms of artificial intelligence applications. With the continuous development trend of artificial intelligence technology, it has been widely used in various industries at present. Taking university window services as an example, this service has always been highly valued by teachers and students. If window workers communicate with service recipients for a long time, it is easy for them to develop irritability over time. In this context, using artificial intelligence voice robots as service tools can effectively enhance the experience of teachers and students. Secondly, in terms of cloud computing applications. For the informationization construction of universities, due to the fragmented information management systems in various fields, the use of information transmission functions is not high, making the problem of "information silos" increasingly prominent. In view of this, by leveraging cloud computing platforms to upload all data information, every department can download it at any time and anywhere, thereby achieving the goal of information sharing. Finally, in terms of big data applications. As is well known, big data technology can accelerate the flow speed of multiple types of data, while also handling large capacity data samples properly. Based on the coming trend of the "Internet+" era, the number of colleges and universities and the scale of running schools are also showing a growing trend. Whether it is for talent education or public services and other related aspects, various kinds of data will be derived from the continuous development. The previous information systems cannot carry such huge data, so it is urgent to rely on big data information systems [2].

(3) Inadequate understanding of administrative management informatization

With the rapid arrival of the new era, major universities have also achieved leapfrog development. At present, both the management mode and development concept of universities are relatively backward. Some universities lack sufficient awareness of administrative management informatization and have not utilized information technology to implement this work, resulting in unsatisfactory management results. For example, in terms of enrollment work, some universities will use modern technology and other means to build corresponding platforms, and then publish information about enrollment and other aspects on this platform, providing practical guarantees for the rapid completion of enrollment information statistics and distribution work. Some universities still apply their previous enrollment models, which inevitably requires a lot of time and effort, and may even result in a series of errors. In addition, university leaders have not paid widespread attention to the construction of administrative management informatization, nor have they focused on the construction of infrastructure. The training work for relevant managers has not been fully implemented, resulting in a low level of administrative management informatization construction.

(4) There are loopholes in the network information construction system

In response to the loopholes in the network information construction system, they are specifically reflected in the following aspects: Firstly, there are information security risks in the network information construction system. Based on relevant investigations, it can be found that many university information management systems often adopt the traditional method of data storage, which can lead to weak security factors for teacher or student information. Information systems are also prone to various problems, such as computer

viruses and being invaded by hackers. Secondly, the design of the network information construction system does not match the actual situation. Some universities usually do not directly participate in system development and outsource this task to software companies. However, these companies do not have a clear understanding of administrative management characteristics in the early stages of specific design, which can easily lead to inconsistencies between the designed information system software functions and actual work requirements. Moreover, there are also some information system design processes that have not been designed in conjunction with the actual situation of our school, but instead use other university information system models and frameworks in their original form, which can lead to inconsistencies between the designed information systems and university management practices. Thirdly, information transmission is hindered. Due to the lack of a relatively unified information platform in some universities, various departments are in an independent state in terms of information management systems, making it difficult to properly coordinate the functional operations of each department. Not only that, there are also many negative phenomena, such as inconsistent information system standards and low integration level among departments.

4. Countermeasures for the Informatization Construction of University Administration in the "Internet+" Era

The previous text mainly analyzed the problems in the informationization construction of administrative management in universities. Based on my own experience, the author proposes the following countermeasures for the informationization construction of administrative management. The specific content is as follows:

(1) Increase investment in information infrastructure and software and hardware

Building high-quality information infrastructure is the foundation of information construction, usually covering the following hardware devices: first, servers; The second is to backup the disaster recovery system; The third is information software systems, etc. After a detailed comparison with the previous administrative work of colleges and universities, it can be found that there is a big difference between the administrative work of colleges and universities in the "Internet+" era, that is, the work is mainly to integrate the advantages of the Internet and promote the rapid improvement of the speed of information dissemination. Although relevant managers can use the Internet to implement administrative work, the use of the Internet in this work is still in the initial stage. In view of this, no matter which university is targeted, we should focus on the investment in infrastructure, software and hardware, so that the maximum value of "Internet+" can be brought into full play [3].

(2) Actively using various high-tech information technologies

Firstly, conduct a deep exploration of the application of artificial intelligence technology. Major universities need to actively use artificial intelligence technology in teaching and research management, and innovate and improve personalized teaching on this basis, continuously strengthen interpersonal collaboration capabilities, aiming to achieve the effect of human-machine interaction and promote the

comprehensive improvement of education and teaching level. Secondly, continuously strengthen the level of big data technology services. From the perspective of universities, it is necessary to flexibly apply big data technology, combine various information channels to effectively collect a lot of data information, accelerate the speed of data information transmission, provide valuable information for high-level decision-making, and elevate management level to a new level. Finally, scientifically build a smart information platform based on cloud computing and 5G communication technology. Objectively speaking, the construction of information technology platforms in universities needs to leverage the advantages of 5G communication technology and cloud computing to properly handle network latency and other drawbacks, further strengthen data collection, calculation and other functions, and achieve precise communication of educational information. At the same time, it is necessary to build a comprehensive and systematic integrated system, increase the number of cooperation between departments, in order to promote the reengineering and improvement of workflow. Not only that, but also interactive network communication and sensing devices should be combined to overcome educational data barriers, which can effectively build modern smart campuses.

(3) On the ideological level, we must keep up with the times and actively innovate

1) Change mindset and attach importance to communication and learning

University leaders need to actively change their previous ideas, constantly learn and use the management ideas of other schools for reference, so as to take the essence and discard the dross, go to these excellent schools to learn within the specified time, and pay wide attention to the construction of administrative informatization. Usually, we can start from the following aspects: on the one hand, we need to maintain good communication with surrounding universities, regularly or irregularly share our new ideas and concepts through visits, discussion meetings, and other means, actively transform our consciousness, and at the same time, lay a solid foundation for the innovation of this work; On the other hand, high attention should be paid to new technologies and measures, and on this basis, these new technologies and measures should be disseminated through lectures, meetings, and other forms, aiming to create a harmonious and high-quality atmosphere. Relevant managers should also keep up with the times and actively learn various new concepts and technologies.

2) Continuously improve the administrative management system and enhance management level

University leaders need to simplify the administrative management workflow and continuously improve the administrative management system on this basis. On the one hand, according to the characteristics of information management platforms, the distance between management levels should be minimized as much as possible; On the other hand, it is necessary to clarify the direction of administrative affairs management through the use of a list of rights and responsibilities management, and to sort out the responsibilities of administrative workers, thereby creating favorable conditions for the improvement of administrative management work level.

(4) Proactively building an information management

platform with high security factors

On the one hand, a feasible information sharing mechanism should be established. Generally speaking, there is a mutually reinforcing and interdependent relationship between information communication and information utilization. In this context, universities need to integrate various information data into corresponding information platforms for centralized management, and at the same time, establish a reasonable information disclosure system and related usage standards, continuously optimize the updating and maintenance mechanism of information platforms. Moreover, it is necessary to unify the coding rules for data information, overcome data barriers, and achieve the goal of sharing information resources between departments, in order to build a fundamental information resource platform. On the other hand, a scientific and reasonable security mechanism should be established. In the process of implementing administrative management work, universities need to improve their internal management elements and build a network security management organization that matches them. Specific responsibilities and obligations should be assigned to individuals, and maintenance and inspection of network and information systems should be carried out within a specified time. Finally, an effective security accident handling mechanism should be established to eliminate potential risks in the bud. Finally, actively build a personalized information platform.

5. Conclusion

Although the level of administrative management in major universities has risen to a new level under the effective implementation of China's education system reform, there is still a relatively broad development space. Based on the trend of "Internet+" era, it has brought new ideas for the improvement of administrative management mode to a large extent. Therefore, regardless of which university it is targeting, it is necessary to keep up with the development of the times, improve the existing administrative management mode, and always adhere to the concept of putting people first without wavering. Only in this way can we improve the quality of this work while ensuring the smooth progress of teaching and research activities in universities.

References

- [1] Sun Yue Research on Innovation of University Administration in the Context of "Internet+" [J]. *Talent*, 2023, (24): 112-115.
- [2] Qi Xue Research on the informatization construction of university administration in the era of "Internet+" [J]. *China Management Informatization*, 2023,26 (08): 227-229.
- [3] Miao Yuxin, Shangguan Ning Research on the informatization construction of university administration in the context of "Internet+" [J]. *Journal of West Fujian Vocational and Technical College*, 2022,24 (01): 113-116.
- [4] Liu Jijia Exploration of informatization construction of university administration in the era of "Internet+" [J]. *Industry and Technology Forum*, 2022,21 (04): 257-258.
- [5] Miao Yuxin, Shangguan Ning Research on the informatization construction of university administration in the context of "Internet+" [J]. *Journal of West Fujian Vocational and Technical College*, 2022,24 (01): 113-116.