Research on the Realization Path of the Transformation of University Student Management from Transaction-oriented to Development-oriented

Yan Zhang

Shanghai Civil Aviation College, 200000, Shanghai, China

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Abstract: Under the background of social environment change and educational concept renewal, the transformation of university student management mode has become a key issue. This article focuses on exploring the effective path of university student management from traditional transaction-oriented to development-oriented Through extensive collection of information through literature research, combing the research status quo, and using theoretical analysis methods such as education and management, this article deeply analyzes the theoretical basis and realization path of transformation. The transformation is based on the theories of humanistic education, all-round development education and modernization of education management. To achieve the transformation of management philosophy, it is necessary to establish a student-centered concept and enhance development awareness; It is also possible to optimize management content, strengthen academic planning guidance, attach importance to comprehensive quality cultivation, and improve mental health education; Innovative management methods are needed to implement personalized management, utilize information technology, and promote collaborative management; It is necessary to strengthen the construction of the management team, enhance professional competence, and transform role positioning. Through these paths, universities can effectively realize the transformation of student management mode and better meet the development needs of students.

1. Introduction

Under the background of rapid social changes and continuous innovation of educational concepts, the transformation of student management mode in universities is imminent. At present, profound changes have taken place in the social environment, with the rapid progress of science and technology and the mutual agitation of multi-cultures, which undoubtedly put forward more stringent requirements for the comprehensive quality and adaptability of university students [1]. The traditional management mode of university students has been difficult to keep pace with the development of the times, and seeking new management orientation has become an important issue to be solved urgently in universities [2]. From the perspective of the evolution of educational ideas, modern educational ideas increasingly emphasize students' all-round development and personalized growth [3]. In the past, the management mode centered on transaction processing only focused on the constraints of students' daily behavior norms, but ignored the cultivation of students' innovative ability, practical ability and social responsibility, which could not meet the growing development needs of students [4]. In this situation, it has become an inevitable choice to promote the transformation of university student management from transaction-oriented to development-oriented to improve the quality of college education and cultivate talents to adapt to social development.

The purpose of this study is to explore the effective path of university student management from traditional transaction-oriented to development-oriented through this research, we can enrich and improve the theoretical system of university student management at the theoretical level, and provide new ideas and perspectives for subsequent related research. This is helpful to improve the quality and efficiency of student management in universities, meet the development needs of students and help students achieve all-round growth.

In order to achieve the research purpose, this study mainly adopts literature research and

theoretical analysis. The method of literature research can help researchers to collect a wide range of relevant literature materials about the management mode of university students, and deeply understand the current research status and development trend. With the help of multi-disciplinary theories such as pedagogy and management, the theoretical analysis law deeply analyzes the path of the transformation of university student management mode, and provides scientific guidance for the transformation from a theoretical height. This study has important theoretical and practical significance for promoting the optimization and innovation of university student management mode.

2. Student management affairs orientation and development orientation

The transaction-oriented mode of university student management mainly focuses on the handling of students' daily affairs. In this mode, management focuses on students' attendance, discipline maintenance and life order management [5]. It has distinctive normative characteristics, and all management work follows the established rules, regulations and processes to ensure the orderly development of management activities; Procedural is also very prominent; The implementation is equally significant, and the managers are mainly responsible for strictly implementing the regulations of the school. However, the transaction-oriented model has some limitations, which overemphasizes the implementation of rules, ignores students' individual differences and development needs to a certain extent, and is not conducive to the cultivation of students' innovative ability and independent consciousness.

The development-oriented student management model puts the all-round development of students at the core. This model focuses on the deep excavation of students' growth needs, and provides targeted guidance and support according to students' interests, specialties and potentials [6]. It is forward-looking and can plan management activities in advance according to the social development trend and the future development direction of students; Individualized characteristics are obvious, and the uniqueness of each student is fully respected, and a personalized development plan is formulated. At the same time, its guidance is outstanding, and managers are no longer just the executors of rules, but also the guides on the road of students' growth, helping students to establish correct values and development goals. The development-oriented model helps to stimulate students' internal potential, improve their comprehensive quality, make them better adapt to the needs of social development, and lay a solid foundation for their future development.

3. Transition from transaction-oriented to development-oriented

The transformation of university student management mode from traditional transaction-oriented to development-oriented is based on a series of solid theoretical foundations. The core of humanistic education theory emphasizes taking students as the center and fully respecting students' personalities and needs. According to this theory, students are individuals with subjective initiative, and education should not regard students as passive recipients of knowledge and management [7]. In the management of university students, humanistic education theory has important guiding significance. It urges managers to fully respect students' dominant position in their work and pay attention to students' emotions, needs and wishes. The management under the guidance of this theory is no longer a top-down constraint, but a guidance and support based on respect and understanding, helping students to grow up in self-awareness and self-realization.

The theory of all-round development education advocates that education should promote students' all-round development in many aspects such as morality, intelligence, physique, beauty and labor. This theory defines the goal and direction for the transformation of university student management from transaction-oriented to development-oriented under the transaction-oriented management mode, management focuses on discipline and daily affairs, and pays relatively little attention to students' all-round development [8]. The development-oriented management model is based on the theory of all-round development education and actively expands the management content. The school not only pays attention to students' academic achievements, but also vigorously

carries out various cultural and sports activities, social practice projects and labor education courses to promote students' physical fitness, aesthetic ability, labor skills and social responsibility. Create favorable conditions for students' all-round development by constructing an all-round education management system.

The modernization theory of educational management covers the modernization of management concepts, methods and technologies. This theory plays a key role in promoting the transformation of university student management from traditional transaction-oriented to development-oriented At the conceptual level, managers are required to abandon the traditional authoritative management idea and establish a democratic, scientific and service management idea to meet the needs of modern education development [9]. In terms of methods, diversified and personalized management methods are encouraged, and single and rigid management methods are abandoned. In terms of technology, with the rapid development of information technology, universities should actively introduce information management means to improve management efficiency and accuracy. Figure 1 shows the role of different theories in the transformation of university student management from transaction-oriented to development-oriented:
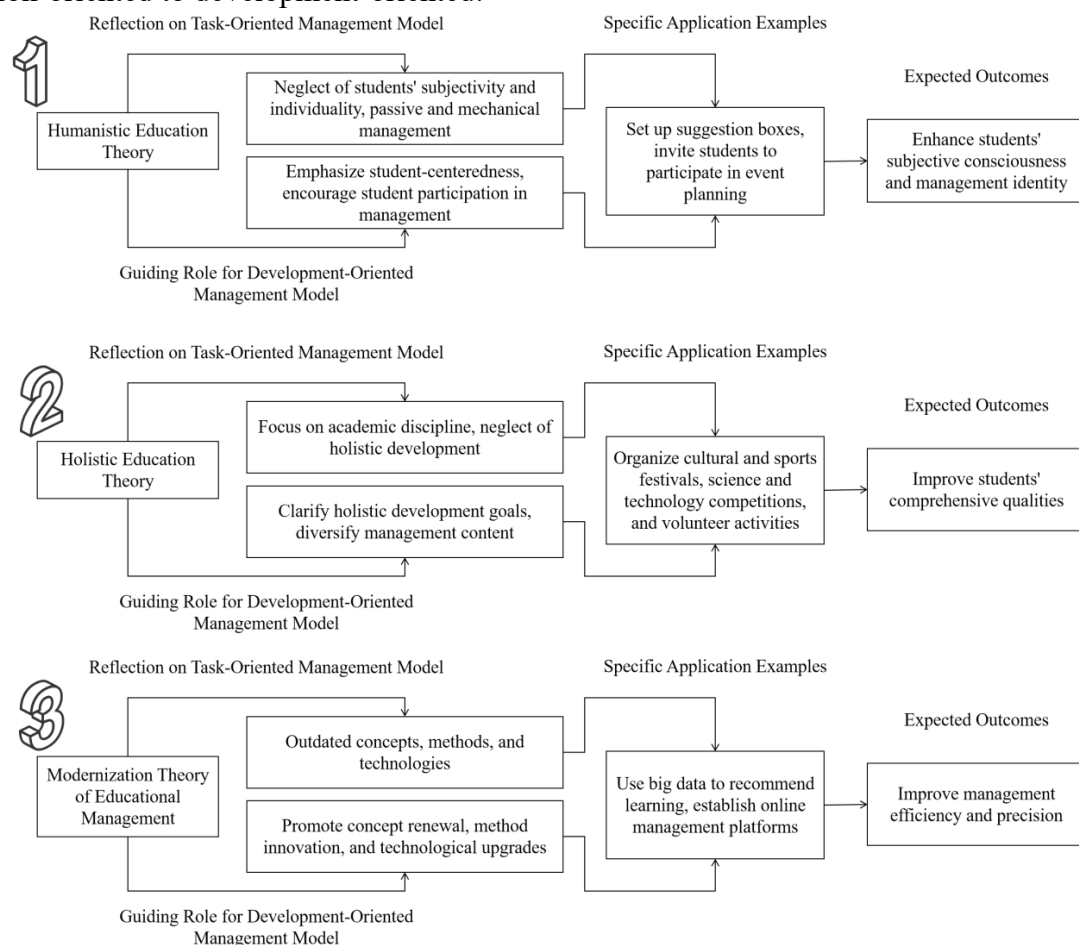

Figure 1 The Role of Different Theories in the Transformation of University Student Management

4. Ways to Transform Student Management

The transformation of university student management from transaction-oriented to development-oriented is a systematic project, involving many key aspects such as concept, content, method and team building. Through the coordinated promotion of these levels, we can effectively achieve the transformation goal and effectively meet the needs of students' all-round development. Idea is the forerunner of action, and the transformation of university student management needs to realize the transformation of management idea first. First, we must firmly establish the concept of taking students as the foundation. Universities should fully respect students' individual differences

and regard students as individuals with unique ideas and development potential. Second, strengthen the sense of development. Managers need to get rid of the mindset of simply focusing on transaction processing and pay more attention to students' long-term development planning and growth guidance.

The optimization of management content is the core link of transformation. On the one hand, it is very important to strengthen career planning guidance. Universities should build a perfect career planning education system, covering career cognition, career interest exploration, professional ability evaluation and other aspects. By offering special courses, holding lectures, and conducting one-on-one consultation, students can learn more about themselves and their professional world and make clear their own development direction. On the other hand, pay attention to the cultivation of comprehensive quality. Actively carry out various subject competitions, scientific research activities, social practice, cultural and sports activities, etc., and exercise students' innovative ability, practical ability, communication and cooperation ability and social responsibility. It is indispensable to improve mental health education. Establish and improve the mental health education mechanism, equip professional psychological counseling teachers, and ensure students' mental health through curriculum teaching, psychological counseling, crisis intervention and other measures.

Innovative management mode is an important means to realize transformation. Carry out personalized management, and formulate personalized management plans according to students' personality characteristics, learning style and growth background. For students with strong learning ability, provide more resources and opportunities for autonomous learning; For introverted students, encourage them to participate in social activities and improve their interpersonal skills. Using information technology, with the help of big data, artificial intelligence and other technologies, collect and analyze students' study and life data, and realize accurate management and service for students. The school regularly feeds back the students' school situation to parents and invites parents to participate in some activities organized by the school; At the same time, cooperate with enterprises, communities and other social institutions to provide students with internship and practice platforms and broaden their horizons. Table 1 shows the specific application of different management innovation in the management transformation of university students:

Table 1 Application of Management Innovation in the Transformation of University Student Management

Management Innovation	Specific Measures	Applicable Scenarios	Expected Outcomes	Potential Challenges	Countermeasures
Implement Personalized Management	Establish student growth records, develop tiered and categorized development plans	Students across various majors, stages, and needs	Meet individual needs, unleash potential	Difficulties in file management, prone to judgment biases	Utilize information technology, strengthen staff training
Apply Information Technology	Build multifunctional management platforms, develop intelligent early warning systems	Daily management and problem prevention	Improve efficiency and precision, resolve issues promptly	Data security and technological updates	Establish systems to protect privacy, continuously invest in technology maintenance
Promote Collaborative Management	Establish home-school communication platforms, co-build bases with social institutions	Off-campus practice and career development	Form educational synergy, enhance social adaptability	Difficulties in coordination, unstable cooperation	Define roles through agreements, evaluate and select optimal partners for cooperation

Management team is the key guarantee to realize the transformation. Improving professional

quality is the primary task. Universities should regularly organize managers to participate in various trainings, covering professional knowledge such as pedagogy, management and psychology, as well as business skills such as student development guidance and information management technology. Through training, managers can const ersity student management from transaction-oriented to development-oriented

5. Conclusions

This article focuses on the transformation of university student management from transaction-oriented to development-oriented with the rapid development of society and the educational concept emphasizing the all-round development of students, the limitations of the traditional transaction-oriented alents for the society to meet the needs of the times.

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