

Exploration and Practice of "Four Integration" Talents Training Model of Accounting Specialty under Cooperative Innovation Mode

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Abstract: Institutions of higher learning are responsible for teaching, scientific research, social services and other social functions. But the most core and fundamental task is to train the talents needed by the society. Collaborative innovation is the realistic need to promote the connotative development of higher education, and is an important way to enhance the ability of independent innovation and development of higher education. Enterprises with good practice environment for talent cultivation are undoubtedly high-quality partners for universities to explore collaborative and innovative talent cultivation mode. Starting from the requirement of improving the quality of higher education for the cultivation of University talents, this paper analyses the ecological environment of university talents cultivation from the perspective of collaborative innovation. The operation mechanism of this reconstruction and selection is discussed. The "four-in-one" talent training model plays a role in promoting and demonstrating the construction and reform of educational technology majors in the same type of universities in China. Establish a win-win mechanism for all parties involved, and make a useful supplement to the research and exploration of the existing talent training model. At the same time, it can also provide useful reference for talent training in other universities.

1. Introduction

Institutions of higher learning are responsible for teaching, scientific research, social services and other social functions, but the most core and fundamental task is to train talents needed by the society. Big data is becoming more and more common. It is bred by the increasingly mature information technology [1]. But its impact on society, economy and people's life is not limited to technology alone. In order to promote the training of digital media professionals, the Ministry of Education has specially set up two majors, digital media technology and digital media art. Collaborative innovation is the realistic need to promote the connotative development of higher education, and is an important way to enhance the ability of independent innovation and development of higher education [2]. The improvement of innovation ability and the improvement of the quality of higher education are inseparable from the cultivation of innovative talents, and the core of talent cultivation in universities is the training mode [3]. In the new era of higher education entering the stage of mass development, comprehensive improvement of teaching quality is the focus of China's higher education [4]. An enterprise with a good talent cultivation practice environment is undoubtedly a high-quality partner for the university to explore a collaborative innovation talent training model. The "four-in-one" talent training model plays a role in promoting and demonstrating the construction and reform of educational technology majors in the same type of universities in China.

As an important combination of the first productivity of science and technology and the first resource of talents, colleges and universities are the best entry point for implementing collaborative innovation [5]. In the context of collaborative innovation, the cultivation of ecology has undergone significant changes compared to tradition. How to reconstruct and select the talent training mode of colleges and universities, so that the training mode can better serve the innovative talents becomes an urgent problem [6]. The talent training mode of colleges and universities is the product of the organic combination of educational concepts, training objectives, training specifications and training methods. Summarizing and implementing the collaborative innovation talents training

mode of colleges and universities is an important choice for colleges to integrate educational resources and enhance their comprehensive strength. It will further lead the new height of talent training quality and level in the “Twelfth Five-Year Plan” period [7]. Colleges and universities should actively increase the construction of original innovation, integrated innovation and the ability of introducing, digesting, absorbing and re-innovating, and vigorously promote the process of collaborative innovation and establish strategic alliances for collaborative innovation. In order to improve the innovative ability of colleges and universities, we must adopt the link of collaborative innovation [8]. Starting from the requirement of improving the quality of higher education for the cultivation of University talents, this paper analyses the ecological environment of university talents cultivation from the perspective of collaborative innovation. Then it puts forward the reconstruction and selection of personnel training mode, and probes into the operation mechanism of the reconstruction and selection.

2. Materials and Methods

With the gradual adjustment of the national higher education structure, educational resources are continuously optimized and integrated. This means that colleges and universities are increasingly fiercely competing for resources such as regional students, school funding, and faculty. In the context of the big data era, the exploration of the composite innovative talent training model in the collaborative innovation mechanism will be a key task facing universities [9]. The regional collaborative innovation system is mainly composed of three major research institutions and local governments of local colleges, research institutes and enterprise scientific research institutions, which inevitably leads to closer links with the region in which they are located. Under the background of China's new economic transformation, the lack of compound and innovative talents capable of solving industrial technical problems and promoting industrial technology upgrading has become a bottleneck in the development of various industrial fields. Educational ecosystem is a complex and pluralistic system composed of the ecological subject of education and the ecological environment. The extension of cultivation ecology means that the relationship between universities and society is deepened, and the knowledge system contained in disciplines, specialties and curricula is updated accordingly. As far as colleges and universities are concerned, collaborative innovation refers to the innovative behavior of multi-subject and multi-factor collaboration, complementation and collaboration under the framework of national innovation system.

Collaborative innovation model is based on the actual needs of human development and social development. In order to better study the impact of price competition on various factors, after the factors have been measured to the quarterly system, the demonstration part adopts the idea of normalization of price competition degree. The evaluation of talent cultivation is divided into five sections. The specific division is shown in Table 1. The relationship between normalized value and personnel training evaluation is shown in Figure 1.

Collaborative cooperation between colleges and universities, government and industry enterprises is an effective way to cultivate high-quality compound applied accounting talents. Introducing the educational concept of "collaborative innovation" and constructing the training mode of accountants with collaborative innovation will help to establish a long-term mechanism for school-enterprise cooperation in running and training. Collaborative innovation promotes the development of universities and regions, integrates them with industry enterprises, and promotes the unilateral cooperation between universities and enterprises into a collaborative strategy of large-scale personnel training. Countries and enterprises will need more innovative talents to vigorously develop the new big data industry. Innovative talents are people with innovative spirit and innovative ability, usually showing a flexible, open and curious personality. According to the characteristics of digital media related industries, focus on implementing collaborative innovation. Changes in the system of knowledge will inevitably require elements such as teaching training, teaching organization, teaching operation mechanism, and training programs to adapt to each other and achieve a balance between the various elements. The use of production practice links to train talents at a low level, the quality of students' internship practice is difficult to be guaranteed, so that

the talents trained in colleges and universities often have a large gap with market demand.

Table 1 Division of talent training assessment

Evaluation parameters of talent training	0-10	10-20	20-30	30-40	40-50
Normalized value	0.1	0.2	0.3	0.4	0.5

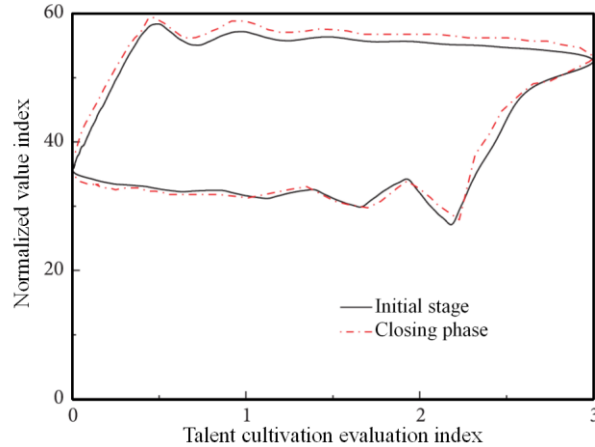


Fig.1. The relationship between normalized value and talent training evaluation

3. Result Analysis and Discussion

Collaborative innovation and good talent cultivation ecology should be applied to the cultivation process and implemented as a suitable talent training model. The key to constructing a collaborative innovation accounting talent training model is to build a platform for the collaborative innovation of accounting professional practice ability and innovation ability. Through the whole process of talent cultivation, the teaching concept, teaching content, teaching methods and methods must be reformed and innovated. Colleges and universities should take the characteristic of running a school as a breakthrough, and use a keen eye to find a good way to cultivate talents, and seize the commanding heights of regional talent training. This is a serious consideration of the quality of personnel training in colleges and universities [10]. Compound innovative talents are not only different from innovative talents, but also different from composite talents. In postgraduate education, there is a lack of docking mechanism for international high-end personnel training. The goal of talent cultivation should be pluralistic. Only by pluralistic training goal can students' personality be better respected, and the needs of disciplined, professional choice and development space of college students be satisfied as far as possible. The era of knowledge economy and economic globalization have put forward new requirements for the reform of accounting teaching in Colleges and universities. In order to implement the diversified talent training model, we need to establish the corresponding talent training mechanism.

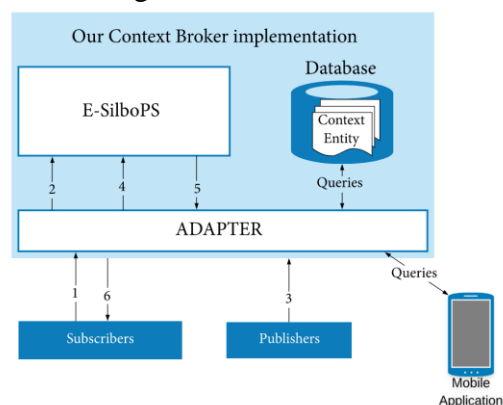


Fig.2. Talent information construction system structure

Increase the investment of special funds for employment in the construction of public employment service informatization, including computer and network hardware, software acquisition, and development and application expenditure, and incorporate the system maintenance funds into the budget at the same level. Figure 2 is the system structure of talent information construction under the mode of collaborative innovation.

In the aspect of popularity promotion, universities publicize the results of Characteristic Talents Training through collaborative innovation platform, so that the higher education circles realize the influence of talents training and running schools. Through cooperation with universities in personnel training, enterprises not only save advertising costs, but also invisibly open up a channel of public opinion propaganda. The new era needs change, and the new ideas of collaborative innovation bring opportunities for change. In view of the main talent resources, it will be a new subject to actively explore the training mode of compound and innovative talents. Although the talents of enterprises have rich practical experience and are good at solving applied technical problems, they are difficult to meet the requirements of publishing papers. Universities and research institutes still have many frame restrictions. It is necessary to enhance the international perspective and formulate a new institutional system in accordance with the requirements for international talent training. Accounting talent training education is a kind of cross-border education. Objectively requires universities to cooperate with the government and industry enterprises to realize the docking of accounting personnel training units and demand units. The training system should be flexible, so it is necessary to break the rigid management system and establish a flexible teaching management system that conforms to the laws of modern education. In particular, flexibility should be added to the evaluation method.

4. Conclusion

nts are valued and implemented, an integrated evaluation mechanism is indispensable. The cultivation of talents in colleges and universities needs to be reformed. The synergistic innovation mechanism can not only enhance the innovation ability of colleges and universities, but also cultivate talents with higher quality and innovative talents under this mechanism. Innovative talent development is a comprehensive project with complexity and arduousness. Relevant managers need to plan and consider from the fundamental meaning of collaborative innovation. In addition to the collaborative research of major issues, there is a problem of collaborative innovation of innovative talents. The comprehensive evaluation mechanism should incorporate the quality of talent cultivation into its evaluation system, rather than simply using research results as evaluation criteria. Establish win-win mechanism with all parties to achieve complementary advantages and share resources. It is of far-reaching significance to improve the innovative ability, scientific research and teaching level and the quality of personnel training in Colleges and universities, and to promote the connotative development of higher education. It provides a useful supplement for the research and exploration of the existing talent training mode, and also provides a useful reference for the talent training of other colleges and universities.

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