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Challenges and Countermeasures for the Standardization of Campus Economic Management: Logistics Social Ization Reform for Based on the Perspective of University

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ABSTRACT
Grounded in the broader context of university logistics socialization reform, delves into the challenges faced by the standardization of campus economic management. By examining issues in management systems, market competition, service quality, financia l management, and safety management, it reveals the underlying causes such as incomplete policy and legal frameworks, missing mechanisms for interest coordination, inadequate supervision and evaluation systems, and insufficient management capabilities of u niversities themselves. The aim is to promote the standardization and Sustainable development of campus economic management during the process of Logistics social ization reform, thereby provid ing solid support for university teaching and research as well as the lives of students and faculty.

KEYWORDS
University logistics; Socialization reform; Campus economy; Standardized management

1 Introduction

1.1 Research background and significance

In recent years, China's higher education sector has flourished, with universities expanding in scale and the campus economy thriving accordingly. The socialization reform of The university Logistics has been a crucial part of the comprehensive reform of higher educat. ion since the 1990s, achieving significant results. By introducing market mechanisms, This reform broke the long-standing closed management model of university Logistics, greatly enhancing service efficiency and effectively reducing operational costs. For instance, food safety issues arise when certain campus food service companies have irregular procurement channels, leading to hygiene problems.

Non-compliance poses a potential threat to the health of students and teachers. Therefore, strengthening the normalized management of campus economics is an inevitable choice in line with the socialization Reform of university logistics.. This is of gre at significance for enhancing the comprehensive management level of universities, maintaining campus stability, and promoting the healthy development of higher education.

1.2 Research objectives and methods

This study aims to deeply analyze the challenges faced by the normalization of campus economic management under the Background of the social ization reform of university Logistics (logistics and services); explore the reasons for these challenges, and propose pract ical solutions. During the research process, the following methods were primarily employed: Literature Review Method: Extensively collect relevant literature and materials both domestically and internationally, Comprehensively organize previous research findings, understand the current state of research on the normalization of campus economic management, and provide a theoretical foundation for subsequent research.

1.3 Case study method

Gain a deep understanding of its practical experiences and lessons in campus economic management, summarize issues and analyze causes from actual cases. Combining Qualitative and Quantitative Analysis Methods: Conduct a comprehensive and systematic analysis of issues in campus economic management, analyzing the essence and influencing factors from a qualitative perspective while using quantitative data for empirical analysis. This approach aims to provide scientific and effective theoretical support and practical guidance for the standardized management of campus economics.

2 Overview of social ization reform in university logistics and campus economy

2.1 Progress and current status of social ization reform in university

Logistic China's social ization reform in university logistics has gone through three stages: exploration and pilot, full-scale promotion, and deepening and perfection. In the early stages of reform, some universities conducted pilot programs, Attempting to separate the logistics Ervice departments from the school's administrative system and introduce social forces to participate in logistics services. Subsequently, under the guidance of national policies, the reform was fully rolled out across the country, encouraging Social enterprises to enter the university logistics market. Currently, the reform has entered a stage of deepening and perfection, with a greater emphasis on institutional innovation, service quality improvement, and sustainable development. Most universities hav E basically achieved the social ization of logistics services, forming a model of school-led, social participation, and market operation. However, during this process, new issues and challenges have emerged, which require further exploration and resolution.

2.2 The connotation and scope of campus economy

Campus economy refers to various economic activities conducted around educational and teaching activities, with the aim of meeting the learning, living, and research needs of teachers and students. The campus economy not only provides convenient living services for teachers and students, such as campus supermarkets meeting daily shopping needs and campus delivery points facilitating the collection and dispatch of packages; it also offers a certain economic support for the development of universities, with some institutions earning revenue through education and training programs. Additionally, the campus economy shoulders social responsibilities in nurturing individuals, such as the cultural and creative industries fostering students' innovative and practical abilities.

2.3 The impact of logistics socialization reform on campus economy

Logistical socialization reform has brought numerous positive impacts on the campus economy. On one hand, the introduction of market competition mechanisms has prompted logistics service enterprises to continuously improve service quality and efficiency, r educe service prices, and provide more high-quality and diverse service options for teachers and students. On the other hand, through socialized operations, social resources have been integrated, reducing the economic burden on universities, allowing them to allocate more funds and efforts to teaching and research. However, the reform also presents so me challenges. Some enterprises overly pursue economic benefits, neglecting service quality and social responsibility; campus market competition is disorderly, increasing management difficulties. For instance, certain commercial retail enterprises sell sub standard goods on campus, severely harming the rights and interests of teachers and students.

3 Dilemmas in the standardization of campus economic management

3.1 Issues in management system

During the process of logistics socialization reform, the division of management responsibilities between the school and socialized enterprises is not clear enough. The Interferes or fails to manage properly in Logistics management. Over-interference prevents enterprises from operating autonomously according to market laws, reducing operational efficiency; while management failure leads to a lack of effective supervision of enterprises during service provision, making it easy for them to engage in non-compliant behavior. Additionally, there is role overlap among different management departments within the school, resulting in multiple layers of management and mutual shirking of responsibility in campus economic management.

The problem of responsibility. For instance, regarding campus environmental sanitation management, Logistics department believes it is the property management company's responsibility, while the property management company thinks that the relevant management d epartments of the school should be responsible for supervision. This has led to some sanitation blind spots remaining uncleaned for a long time, resulting in low management efficiency and an inability to form an effective management synergy.

3.2 Market competition issues

The campus market access mechanism is incomplete, lacking clear qualification review standards and standardized bidding procedures. Some external enterprises have resorted to improper competitive tactics to enter the campus market, such as predatory pricin g and false advertising, which disrupt the order of the campus market. Some external catering companies deliberately lower their bids during the bidding process, and after winning the bid, to ensure profits, they reduce the quality of ingredients, thereby affecting the health of teachers and students. At the same time, There is also vicious competition among internal logistics service enterprises. In their pursuit of market share, they neglect service quality, leading to uneven service levels that are difficult to meet t he needs of teachers and students.

3.3 Quality of service

Due to the lack of unified service standards and norms, the quality of service in the campus economy is difficult to ensure. Some catering enterprises have issues with food hygiene not meeting standards and poor quality of dishes; commercial retail enterpr ises have overpriced goods and inadequate after-sales service; Property service enterprises show phenomena in facility maintenance and environmental sanitation. According to a survey, students at a certain university reported that the prices of goods in the campus supermarket are generally 10%-20% higher than those in external supermarkets, and the procedures for returns and exchanges are cumbersome. Additionally, the quality of service personnel varies greatly, lacking professional training and a weak s ervice consciousness, which significantly impacts the consumption experience and satisfaction of teachers and students. The service staff at campus restaurants show cold attitudes towards students, and there have even been instances of overcharging and und er-serving during meal service, leading to student dissatisfaction.

3.4 Financial management issues

Campus economic financial management has numerous vulnerabilities. On one hand, supervising funds is challenging, with some enterprises engaging in misappropriating funds and overstating costs, making it difficult for the school to effectively monitor them.

Decrease. Some campus property service companies, to reduce costs, have cut down on cleaning staff and facility maintenance, which has affected the normal use of campus environments and facilities. Additionally, financial information is not transparent, making it difficult for the school and students and faculty to timely understand the income and expenditure of campus finances, thus increasing management risks and trust crises. The school does not regularly disclose financial information such as rental income from shops within the campus and utility expenses, leading to doubts among students and staff about the use of funds.

3.5 Security management

The security management situation in campus economic activities is severe. Food safety issues occur frequently. Some catering enterprises have irregular procurement channels, making it difficult to ensure the quality of food raw materials, and posing food poisoning and other safety hazards. Some campus restaurants purchase ingredients from unlicensed small workshops, making food safety unguaranteed. Safety vulnerabilities exist in campus commercial facilities and fire protection facilities. Some enterprises "In pursuit of economic benefits" refers to unauthorized change of building use or overload of equipment, which increases safety risks. In addition, the definition of safety responsibility is not clear, there is a phenomenon of mutual prevarication between schools and enterprises in safety management, once a safety accident occurs, it is difficult to deal with it quickly and effectively. For instance, after a fire occurred at a certain university, the school and the involved business owners, As a result, rescue and follow-up work were affected.

4. Analysis of the causes of dilemmas in the standardized management of campus economy

4.1 Imperfect policy and legal frameworks

Currently, the policies and legal frameworks in China for managing the campus economy are relatively lagging, lacking in systematicness and specificity. Existing policies and legal frameworks mainly focus on macro guidance, lacking clear norms and standard s at the operational level. This makes it difficult to effectively address new issues arising in campus economy management. Additionally, the speed at which policy and legal frameworks are updated fails to keep pace with the development of the Social ization of logistics (logistics refers to logistics services, which in English would be "log") istics and support services") reforms, leading to a lack of legal basis for some management actions and making it impossible to effectively constrain non-compliant enterprises. As the campus economy rapidly develops, new business models and operating behav iors continue to emerge, but relevant policies and legal frameworks have not kept up in a timely manner, placing regulators in a dilemma when enforcing regulations.

4.2 Lack of mechanism for interest coordination

In campus economic management, there are differences in the interest demands among schools, enterprises, teachers, And students. Schools hope to reduce Logistics management costs while ensuring the interests of teachers and students; enterprises aim for maximum pr ofit; and teachers and students focus on service quality and price reasonableness. Due to the lack of an effective mechanism for interest coordination, it is difficult to balance the interests of all parties, which can easily lead to conflicts and disputes . Some enterprises, in pursuit of higher profits, neglect service quality; schools, to protect the interests of teachers and students, may over-intervene in enterprises, thereby affecting the enthusiasm and creativity of enterprises.

4.3 Supervision and evaluation system is inadequate

The supervision and evaluation system for campus economics is clearly deficient. On one hand, there is a lack of specialized supervisory institutions, with existing supervisory forces scattered across multiple departments within the school, making it diffi Cult to form a cohesive supervisory force. The school's Logistics Management (logistics management department), Student affairs department, and finance department all bear certain supervisory responsibilities, but there is a lack of effective communicatio n and collaboration among these departments, leading to gaps in supervisory work. On the other hand, supervisory methods are limited, primarily relying on regular inspections, lacking dynamic and informatized supervision methods, and unable to promptly ide ntify and address issues. Currently, evaluations of commercial enterprises within the campus are mostly focused on economic benefits, neglecting important indicators such as service quality and student and teacher satisfaction.

4.4 Insufficient self-management capability of universities

After the reform of logistics socialization, some universities failed to timely transform their management concepts and methods. These universities still rely on traditional administrative management models and lack an understanding of the rules of market operations, as well as the professional knowledge and experience in campus economic management. At the same time, the building of university management teams is lagging, lacking versatile talents who understand both management and economics, making it difficult for them to meet the requirements of standardized campus economic management. Many univer Sity lack professional knowledge in financial management and marketing, leading to deficiencies in the management process.

5 Countermeasures for the standardization of campus economic management

5.1 Improve management systems

Clarify the management responsibilities of the school and social enterprises through contracts and regulations, clearly defining their rights and obligations in service content, quality standards, and safety responsibilities. Establish a collaborative mana gement mechanism between the school and enterprises, convene joint meetings regularly, enhance communication and coordination, and promptly address issues arising in management. Clearly define the responsibilities of the logistics department in supervising service quality, the finance department in overseeing financial managem ent, and the student affairs department in collecting opinions from teachers and students, forming a management pattern where each department is responsible for its own tasks and collaborates effectively.

5.2 Optimize the competitive market environment

Establish strict campus market access regulations, formulate clear corporate qualification review standards, and standardize bidding procedures to ensure that enterprises entering the campus market have good reputation and service capabilities. For enterpr ises participating in campus market bidding, require them to provide detailed business performance, financial status, service plans, and other materials for rigorous review. Strengthen supervision of outside enterprises entering the campus market, severely crack down on unfair competitive behaviors, and maintain fair market order. Set up a hotline for reporting violations, encourage students and teachers to report non-compliant enterprises, and handle verified cases seriously.Encourage the integration and reorganization of Campus service enterprises to enhance their scale and competitiveness, promoting healthy competition among enterprises. Guide the integration of campus delivery points to establish a unified delivery service center, improving service efficiency and quality.

5.3 Enhance service quality

Formulate unified campus economic service standards covering various fields such as catering, commerce, property management, etc., clearly defining service content, quality requirements, and price standards. For example, specify the food hygiene standards for campus catering enterprises.

Accuracies, price ranges for dishes, and the fluctuation scope for goods in commercial retail enterprises. Strengthen training for service personnel to enhance their professional skills and service awareness, and establish a mechanism for evaluating service personnel, linking the evaluation results to their compensation. Regularly organize business training for service personnel, inviting experts to conduct training on service etiquette, food safety, and other areas, and assess the effectiveness of the training. Establish and improve mechanisms for supervising and providing feedback on service quality, through setting up complaint hotlines, suggestion boxes, and online platforms to promptly collect feedback from students and teachers, and take corrective and punitive measures against enterprises with poor service quality. For enterprises receiving numerous complaints from students and teachers, order them to make corrections within a specified period; if the corrections are inadequate, terminate the cooperation.

5.4 Strengthen financial management

Refine the campus economic fund supervision system, establish and improve financial auditing and internal control systems, and enhance oversight of corporate fund usage, cost accounting, and financial transactions. Regularly conduct financial audits of enterprises within the campus to address any issues promptly. Introduce professional financial management software to achieve real-time monitoring and dynamic management of financial information, thereby increasing transparency. Through the financial management software, the school and faculty and students can query the campus economic income and expenditure at any time. Establish a scientific cost accounting system to reasonably control service costs, set reasonable service prices, and ensure a balanced interest among the school, enterprises, and faculty and students.

5.5 Strengthening safety management

Clarify the responsibilities of schools and enterprises in safety management, sign safety responsibility agreements, and establish a safety management accountability system. Decompose safety responsibilities layer by layer and implement them at specific departments and individuals. Enhance food safety supervision, establish a food procurement traceability system, strictly review the qualifications of food raw material suppliers, and conduct regular food safety inspections of catering enterprises. Require catering enterprises to keep detailed records of food ingredient procurement sources for traceability. Increase the intensity of safety inspections for campus commercial facilities, fire protection facilities, and other areas, urging enterprises to promptly rectify potential safety hazards. Establish a safety inspection ledger, track discovered issues, and ensure thorough rectification. Develop comprehensive safety emergency response plans and regularly organize safety drills to enhance the ability to respond to emergencies. Organize one fire safety drill and one food safety emergency drill per semester to improve the emergency response capabilities of students, teachers, and enterprise employees.

5.6 Establish a robust supervision and evaluation system

Set up a specialized campus economic supervision body to integrate the supervisory forces of relevant school departments, forming a unified and efficient supervision system.Utilize information technology monitoring equipment to conduct real-time surveillance of the kitchen hygiene and food processing processes of campus catering enterprises.

Develop a scientific and reasonable evaluation index system to quantitatively assess enterprises from multiple dimensions such as service quality, economic benefits, safety management, and student and teacher satisfaction. Link the evaluation results to th e rewards and punishments, renewal of contracts, and other aspects of the enterprises, incentivizing them to improve service quality and management levels. Based on the evaluation results, commend and reward outstanding enterprises, and require rectificati on or terminate cooperation with enterprises that fail to meet standards.

6 Conclusions

6.1 Research findings

This paper, based on the perspective of the social ization reform of university logistics, delves into the challenges faced by the normalization and standardization of campus economic management, including issues in management systems, market competition, service q uality, financial management, and safety management. From the perspectives of policy and legal frameworks, interest coordination, supervision and evaluation, and the university's own management capabilities, the paper analyzes the causes of these challenge s. In response to these issues, the paper proposes a series of countermeasures, including improving management systems, optimizing the market competition environment, enhancing service quality, strengthening financial management, reinforcing safety managem ent, and establishing a comprehensive supervision and evaluation system. These research findings provide theoretical references and practical guidance for addressing the challenges in the normalization and standardization of campus economic management.

6.2 Research prospects

Although this study has conducted a relatively systematic examination of the issues related to the normalization and management of campus economics, it still has certain limitations. Future research can further expand the scope of the survey, delve deeper into the characteristics and patterns of campus economic management in different types of universities, strengthen the tracking analysis of practical cases, and continuously improve the theoretical and methodological framework for the normalization and man Management of campus economics. This will provide more robust support for the reform of university logistics socialization and the development of campus economy.

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