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# Discussion on Higher Education Management Innovation in Information Age

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**Abstract:** In the information age, the importance of higher education management innovation has become increasingly prominent. With the rapid development of information technology, the education industry is also facing unprecedented challenges and opportunities. The traditional management mode of higher education has been unable to meet the growing demand, so innovative management ideas and methods have become particularly important. This paper will provide a detailed analysis of the innovation of higher education management in the information age for your reference.

**Keywords:** Information; Higher education; Management; Innovation

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## Forward

The innovation of higher education management is of great significance, and informatization provides important support for the personalized and differentiated development of education. Through intelligent and big data analysis, students' characteristics and needs can be better understood, and personalized education and teaching activities can be carried out. Universities can cultivate talents that meet the market demand through the cooperation with emerging industries and enterprises. The innovation of higher education management in the information age can also promote the reform of education mechanism, break the monopoly of educational resources, and improve the efficiency of higher education. Colleges and universities should actively introduce and apply information technology, promote the innovation of higher education management, and make due contributions to the training of more outstanding talents and promote social progress.

## 1. Advantages of management innovation in the information age

### 1.1 Improve the efficiency of running schools

Information technology provides a powerful tool for higher education and can make school management more efficient. For example, the school management system can integrate student information, teacher information, course arrangement and performance data to realize centralized management and fast query on a unified platform. Student course selection, teaching evaluation, and result release can also be completed through the online system, which not only improves work efficiency, but also reduces labor costs and the use of paper documents. In addition, information management can provide real-time data analysis and prediction to help school leaders to make scientific decisions and planning.

### 1.2 Promote students' participation and interaction

The information age provides more opportunities for students to participate and interact. Through the online learning platform, students have the flexibility to choose courses, watch instructional videos, participate in discussions, and submit assignments. This way not only facilitates students to study, but also encourages their active participation and interaction. In addition, social media platforms provide students with online communities and cooperative learning opportunities, which is conducive to expand students' horizons, enhance their communication skills, and promote diversified learning styles.

### 1.3 Realize management innovation and service upgrading

The innovation of higher education management in the information age means the upgrading of management concept, organizational mode and service mode. Schools can use new technologies to provide more convenient and efficient services, such as online

registration, online payment, electronic file management, etc., and transform students' service experience from traditional manual processing to self-help and online. At the same time, the school can also build a personalized student service platform and provide intelligent academic support and auxiliary tools to meet the personalized needs of students and improve the quality of education and service.

#### **1.4 Enrich teaching resources and provide personalized learning support**

The information age provides rich teaching resources and personalized learning support for higher education. Through the Internet, schools have access to educational resources from around the world, such as online courses, open course materials, and instructional videos. The sharing and utilization of these resources has broadened the students' learning space and knowledge horizon. At the same time, the personalized learning support tool also provides students with personalized learning plans and auxiliary materials to help them better adapt to and complete their learning tasks.

## **2. Innovation strategy of higher education management in the information age**

### **2.1 Build a sound information management platform**

The information age is a key period of higher education management. How to innovate the management of higher education and build a perfect information management platform has become an important problem that needs to be solved by schools and education departments. Higher education management involves many aspects, including enrollment, educational affairs, finance, personnel and other links. The traditional management mode is too cumbersome, inefficient, and prone to information asymmetry, information island and other problems. Therefore, it is urgent to build a perfect information management platform and improve the efficiency and level of higher education management.

When building the information management platform, we should make full use of the advanced information technology means. Through the construction of intelligent school management system, the data sharing and interaction of various modules of educational administration, enrollment affairs, finance and other modules are realized, and the information integration ability is improved. At the same time, artificial intelligence, big data and other technologies are used to analyze and mine students' information, so as to provide scientific basis for educational decision-making. Through the people-oriented design concept, providing user-friendly interface and convenient operation mode, make the whole information management platform is easier to use and manage.

The construction of an information management platform needs the full support and cooperation of all departments. In the construction process of the platform, it is necessary to establish a cross-department collaboration mechanism. The staff of each link should understand and accept the concept of information management, and take the initiative to participate in the construction of the platform and the maintenance of the <sup>[1]</sup>. In addition, it is also necessary to strengthen the training and skill improvement of relevant personnel, and improve their information literacy and work skills, so as to provide a strong guarantee for the smooth operation of the information management platform.

The construction of information management platform needs to pay attention to data security and privacy protection. Higher education management involves a large amount of personal privacy and confidential information. Therefore, in the design and implementation process of the platform, the data encryption and permission management should be strengthened to ensure the security and confidentiality of the data. Establish sound laws, regulations and systems, clarify the accountability mechanism for illegal operations and information leakage, and effectively protect the privacy rights and interests of students and teachers <sup>[2]</sup>.

### **2.2 Strengthen the management of information-based talents**

With the development of the information age, higher education management is also facing new challenges and opportunities. In this era full of competition, strengthening information talent management has become one of the important directions of university management innovation. Information talents not only have excellent technical ability, but also need to have strong teamwork ability, innovative thinking and problem solving ability. Therefore, colleges and universities need to design and plan carefully recruiting, cultivating and managing information talents.

In the recruitment of information talents, colleges and universities need to clarify the objectives and requirements of recruitment. In addition to the requirements of technical ability, we should also pay attention to the investigation of the comprehensive quality and development potential of talents. At the same time, colleges and universities can establish cooperative relations with enterprises and scientific research institutions to attract and select high-quality information talents through cooperative projects.

Colleges and universities need to provide effective training mechanisms and platforms for information talents. With the rapid development of information technology, colleges and universities should keep abreast of the latest technology trends and incorporate them into the training plan. The training content should include technical knowledge and practical operation, and should also pay attention to the cultivation of innovation ability and problem-solving ability of information talents. In addition, colleges and universities

can also organize some technical exchanges and seminars to provide opportunities for information talents to communicate and learn, and promote their growth and progress<sup>[3]</sup>.

Colleges and universities need to establish a scientific evaluation and incentive mechanism to improve the cohesion and enthusiasm of information talents. Through the establishment of scientific research projects and technological innovation awards, strengthening cooperation with enterprises, to stimulate the innovation and research and development ability of information talents. At the same time, colleges and universities can also establish promotion channels and career planning for the development of information talents, so that talents can have greater space and opportunities for development, and improve their enthusiasm and work motivation.

### 2.3 Enhance the awareness of enterprise information management

In the information age, higher education management is faced with many new challenges and opportunities. In order to adapt to the changes of this era, it is necessary to enhance the awareness of enterprise information management and realize the innovation of higher education management. The promotion of corporate information management awareness can help higher education institutions to better cope with the changes in competition and market demand. With the development of Internet technology, information is constantly pouring in from all directions, and higher education institutions need to obtain, analyze and apply this information through information management, in order to better grasp the market trend and students' needs. Only with the correct awareness of information management, can higher education institutions maintain their competitiveness in the fierce market competition.

The promotion of enterprise information management awareness can help higher education institutions to improve the scientificity and timeliness of decision-making. In the information age, the acquisition and dissemination of information are greatly accelerated, and higher education institutions need to timely obtain and analyze such information, so as to make more accurate and scientific decisions. By enhancing corporate awareness of information management, higher education institutions can make better use of information technology and tools to improve the efficiency and accuracy of decision-making.

### Conclusion

To sum up, it is an important strategy for higher education management innovation to build a perfect information management platform, strengthen information talent management and enhance the awareness of enterprise information management. Only through the implementation of these strategies, can colleges and universities better adapt to the development requirements of the information age, improve the quality and efficiency of education, and make greater contributions to the training of talents and social development.

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