

# Research on the Collaborative Development of Business Administration Disciplines in Local Universities Based on the Construction of Scientific Research Platform

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## Abstract

Scientific research is an important carrier in the discipline construction, and also the basis for the sustainable development of a discipline. There are deficiencies in the development of disciplines in local colleges and universities, which are reflected in the lack of coordination among disciplines, the insufficient support of scientific research for the construction of teaching staff and teaching reform, and the difficulty of disciplines to meet the current social talent demand, which also restricts the improvement of employment rate. This paper discusses the internal relationship between the construction of scientific research platform and discipline construction from the development process of business administration discipline, analyzes the factors restricting the development of business administration discipline in local colleges and universities, and proposes to build a high-level scientific research platform and strengthen the construction of characteristic disciplines or advantageous disciplines; Deepen the integration of scientific research platform resources, realize the cross-coordination among disciplines, and promote the transformation of scientific research achievements; Pay attention to the introduction and cultivation of high-level talents or leading talents, and build high-level research teams and other specific improvement measures.

**Keywords:** scientific research platform, collaborative development, business administration, local colleges and universities, discipline development, platform construction

## 1. Introduction

Building “double first-class” is a major strategic decision made by the Party Central Committee and the State Council. As a local university, it should actively explore the effective use of existing resources, integrate or introduce external resources to create its own advantageous disciplines or first-class

disciplines, and improve the competitiveness of provincial universities. In the current era, based on the needs of national or regional development, the discipline of business administration has continuously consolidated the foundation and conditions for running schools through reform and innovation, completed the discipline curriculum system, and

created an innovation team to output more excellent talents and scientific research results for the country. From the perspective of scientific research platform construction, this paper explores the issue of collaborative development of business management disciplines in local universities.

## **2. Development of Business Administration Discipline**

Facing the future, the internal and external environment faced by China's business administration discipline has changed greatly, and the importance of business administration discipline has become increasingly prominent. The business administration discipline should develop in the process of mutual promotion between theory and practice, pay attention to macro issues on the basis of continuing to focus on micro research, better serve the national strategic needs and enterprise development needs, and constantly improve the scientific nature of business administration discipline, Let business management become a responsible science and serve the society according to the power of science (Zhang Yuli & Wu Gang, 2019).

### *2.1 Definition and Characteristics of Business Management Discipline*

The concept of business management originated in the United States and was established with the expansion of enterprise scale and the development of market economy to meet the practical needs of business management. Its purpose is to cultivate excellent business management talents. From the perspective of social economy, the discipline of business administration is a science that studies the operation rules and management technology of the management activities of social economic micro-organizations, including profit-making or non-profit organizations (Meng Chengmin, 2011). Wang Qingfeng (Wang Qingfeng, Wang Min, Yuan Wencai, & Li Xiaoqin, 2013) systematically combed the international definition of business management, and believed that the international definition of business management activities is to study the plans of enterprises or organizations, or the organizational control process. In order to have a clear understanding of the discipline of business administration, the National Natural Science Foundation of China defined its management object as "for industrial and commercial enterprises, institutions and

non-profit organizations". At present, the discipline of business administration has followed the definition of the National Natural Science Foundation of the People's Republic of China. There are two major directions in the research of the discipline of business administration: one is to study the operation and management behavior of profit-making enterprises or organizations; The second is to study the operation and management of non-profit organizations. Based on this, the discipline of business administration is divided into public administration and business administration.

### *2.2 Nature and Function of Business Management Discipline*

Whether at home or abroad, the development of business administration discipline should meet the actual needs of economic development. Theoretical research should be combined with the situation at that time to guide practical activities. Practical research is the foothold of business administration discipline and also the focus of its future development. Currently, with the rapid development of new technologies such as big data and artificial intelligence, the focus of talent cultivation in the field of business management lies in four aspects: awareness, knowledge, skills, and thinking to meet the basic needs of business management, the processing and processing of massive data in enterprises, and the practical needs of digital decision-making in the digital economy era (Han Xi, Zhou Huiping, Wang Feng, & Lv Shengxiang, 2021). Today's colleges and universities also need to cultivate the innovative ability of business management professionals and innovative enterprise management talents to cope with the upgrading and transformation of all walks of life and the change of social demand for business management talents (Chen Guo, 2022). Only in this way can we achieve the goal of discipline construction and training. As a discipline of enterprise management, business management solves the research problems of "facing the world's scientific frontier" in this discipline field, which helps to provide theoretical guidance for China's enterprise innovation and serve the national development strategy (Xu Xin, Lin Weipeng, & Wu Gang, 2021).

### *2.3 Establishment of Domestic Business Administration Discipline*

The discipline of business administration is a multidisciplinary and interdisciplinary discipline. Foreign business management disciplines generally believe that they can be integrated with operation management, accounting, marketing, human resource management, information management, real estate management, finance, strategy, insurance or other disciplines. With the continuous development of China's market economy, the entire industrial structure of the country is constantly adjusted and updated, and the intersection or integration of business management disciplines is further prominent. In the discipline catalogue officially published in 1998, according to the nature or functional characteristics of the discipline of business administration, the discipline system of business administration is divided into four categories, namely, basic field, functional management field, comprehensive field and application field, and new sub-disciplines have also been derived, such as supply chain and logistics management, corporate governance, corporate finance, online marketing, social marketing, embedded marketing, hunger marketing, etc.

### **3. The Internal Relationship Between the Construction of Scientific Research Platform and the Development of Business Administration Discipline**

There are two types of platforms that support the development of disciplines in colleges and universities, namely, teaching platforms and scientific research platforms. The teaching platform can be subdivided into practice and practice platform, experimental platform, etc.; The scientific research platform involves laboratories, engineering centers, research centers or research institutes at different levels, which can be divided into national, provincial and ministerial, municipal, municipal and school levels. The scientific research platform plays a role in supporting scientific and technological innovation, discipline construction, talent training and social services (Li Jinglin, 2021). The construction of scientific research platform is an important embodiment of the school's characteristics and level, and also provides strong support for the sustainable development of disciplines (Li Jianqi, Dong Xiujian, & Li Zhaofang, 2019). The excellent academic research platform of colleges and universities plays an important role in promoting discipline construction, and can even

radiate from the internal of colleges and universities to the overall development of disciplines (Feng Quangong & Zao Binji, 2020). In the collaborative development of business management disciplines, the construction of scientific research platforms plays a positive role (Tang Hongxiang, & Li Chunyou, 2016). The scientific research platforms of universities often rely on the construction or development of key disciplines or characteristic and advantageous disciplines of the university. At the same time, the construction and development of scientific research platforms in turn provide knowledge or intellectual support for the development of disciplines (Zhang Yuan & Qu Hong, 2014).

Disciplines and platforms promote, integrate and coordinate with each other in their respective development. On the one hand, the research team of scientific research platform comes from different discipline teams or echelons; On the other hand, the effectiveness of the construction and operation of scientific research platform reflects the level of discipline construction and development, and can also provide continuous and strong support for the development of disciplines.

### **4. Problems in the Collaborative Development of Business Administration Disciplines in Local Universities**

At present, some newly-built local undergraduate colleges and universities have problems such as a weak scientific research atmosphere, a low level of scientific research platform, and a lack of in-depth service to local governments (Li Jinglin, 2021). For the research on the development of business administration discipline in local colleges and universities, the establishment of scientific research platform has become an important feature to promote the intersection and collaborative development of various branches of business administration in colleges and universities. However, in the process of building scientific research platform, there are still the following problems to be solved.

#### *4.1 The Construction of Some Scientific Research Platforms Ignores the Coordinated Development of Disciplines*

With the proposal of the National Strategy for Innovation, universities participate in the transformation and upgrading of national and regional economic structure through intellectual output. The scientific research platforms built by

colleges and universities mostly focus on combining the needs of regional economic development strategies and the development of industries with characteristics or comparative advantages, while ignoring the interdisciplinary and collaborative development. There are relatively few theoretical studies on the connotation development of disciplines, and few interdisciplinary cooperation studies. In addition, local colleges and universities also adjust the discipline direction based on the regional economic characteristic industries, support and cultivate the development of professional fields or disciplines that meet the development of local characteristic industries. This has also led to the weakening of some of the original characteristic disciplines or professional fields due to the lack of effective economic or industrial support, while it is difficult to make breakthroughs in new disciplines or professional fields due to the lack of project support. Marketing, accounting, human resources management and other related professional fields are growing and declining.

#### *4.2 Discipline Development Neglects the Combination of Scientific Research and Teaching*

The function of education and teaching in local colleges and universities has been weakening with the overall shift of national higher education towards scientific research or serving the national economy. The talent cultivation model and the quality of talent output in universities are increasingly criticized by the economic, educational, and social circles. With the emphasis of local colleges and universities on scientific research, their assessment weight is inclined to scientific research projects and papers. In terms of projects, different assessment or reward levels will be adopted according to the project level, while papers will be assessed according to different impact factors or retrieval levels, and textbooks and monographs will be assessed according to the publishing house level. In addition, the promotion of professional titles, award evaluation and teaching evaluation are all linked to this, which makes more and more teachers focus their work on the application of projects, research of topics, and the publication of academic papers. Some colleges and universities divide teachers into scientific research, teaching, or teaching and research types, and carry out classification assessment and professional title promotion.

#### *4.3 The Number of High-Level Scientific Research*

#### *Platforms Is Insufficient, Making It Difficult to Build and Effectively Support Interdisciplinary Development*

Some local colleges and universities are often affected by geography, history and other factors. The connotation construction of their disciplines and scientific research platforms starts late and grows slowly. On the whole, it is difficult for relevant disciplines of some local colleges and universities to introduce excellent professional talents, especially high-quality personnel with interdisciplinary background. The knowledge structure of talents is unreasonable, which leads to the weak foundation support of disciplines in the construction and development, which is manifested in its weak scientific research and social service ability, and it is difficult to build a high-level scientific research platform.

#### *4.4 Lack of High-Level Leading Talents and Weak Strategic Discipline Development*

The construction and development of scientific research platforms in some local colleges and universities lack high-level leading talents or high-level academic leaders to preside over and promote, which makes the scientific research platform lack of vision and effective guidance in terms of the construction of research teams, the release, review, and promotion of scientific research projects, and the independent innovation ability of some scientific research platform research teams is not strong, resulting in a few original achievements. Due to the lack of strategic vision of the research team participating in the scientific research platform, the lack of self-development awareness and team awareness, leading to the lack of initiative of the members or research team in self-improvement and promotion, the development of the discipline on which it depends is lagging behind, the direction is not clear, and the interaction and exchange between disciplines are few.

#### *4.5 Lack of Financial Support for Discipline and Scientific Research Platform Construction*

The construction of discipline development and scientific research platforms in universities relies more on funding from relevant government departments and schools. The relevant funds of local colleges and universities are greatly affected by the local economic development level and regional policies. With limited funds, local colleges and universities have been affected in discipline construction and scientific



research platform construction to a certain extent. There is an imbalance between discipline development and scientific research platform construction. On the one hand, the number of supported disciplines and scientific research platforms is small; On the other hand, the imbalance in development deepens the contradictions between disciplines, and there are fewer opportunities for cross cooperation.

#### *4.6 The Lack of Substantive Cooperation in the Co-Construction of Scientific Research Platforms Across Universities Makes It Difficult to Promote Interdisciplinary Cooperation*

From the perspective of local colleges and universities, they are willing to build high-level scientific research platforms with high-level universities or research institutions at home and abroad. However, due to the differences in understanding between each other, the co-construction projects lack effective procedures and mechanisms for mutual communication, and there is not much communication between each other, which makes it difficult to carry out truly effective in-depth cooperation.

### **5. Measures to Strengthen the Construction of Scientific Research Platform and Promote the Coordinated Development of Various Disciplines of Business Administration**

There is a close relationship between the construction of first-class disciplines and the technical support system; The first-class public scientific research condition platform and its technical support system are the necessary guarantee to attract and stabilize first-class teachers, carry out first-class scientific research and cultivate first-class talents (Pan Xun, Feng Qianqian & Wang Hongwei, 2021). According to the internal relationship between scientific research platform and discipline construction and development, and in combination with the problems existing in the current collaborative development of disciplines in local colleges and universities, we have a deep understanding of the necessity of scientific research platform construction, plan all resources as a whole, jointly build resource sharing, give full play to the spirit of solidarity and cooperation, build a first-class scientific research team, build a high-quality scientific research platform, and promote the better cross-development of business management disciplines, specifically from the following aspects.

#### *5.1 Strengthen the Construction of Characteristic or Advantageous Disciplines and Create a High-Level Scientific Research Platform*

Define the discipline direction, integrate the concept of new liberal arts into the construction of characteristic disciplines and advantageous disciplines, and build a high-level scientific research platform with the characteristics of local colleges and universities, with the university's laboratories at all levels, research and development centers, and humanities and social sciences research bases as the main carriers, to achieve high-quality development of the business management discipline of local colleges and universities. Guided by national-level projects, pay close attention to the theoretical frontier of business administration or research on national hot issues, supported by provincial or cross-regional collaborative projects, focus on the practical needs of business administration discipline in local or regional economic development, turn "scientific new theory" into "new management technology", and closely integrate new management technology with regional urban construction, industrial upgrading, social development, etc., Build a group of teaching and scientific research teams with high academic level, ability, responsibility, responsibility and achievements, and consolidate the foundation of discipline development; Carefully plan, strengthen industry-university-research cooperation, promote interdisciplinary and integrated development, realize the sharing of school-enterprise scientific research platform resources, gather interdisciplinary and cross-subject research teams with the platform as the pillar, form a large team, build a large platform, strive for large projects, create large achievements, and realize the "deep integration of education chain, talent chain, innovation chain, and industry chain".

#### *5.2 Deepen the Integration of Scientific Research Platform Resources, Realize the Cross-Coordination Among Disciplines, and Promote the Transformation of Scientific Research Achievements*

The performance of inter-disciplinary collaboration in business administration is that its achievements can effectively promote the rapid marketization of applied achievements in various laboratories, engineering technology centers and other scientific research platforms, and improve the industrialization rate of achievements. Cross platform, interdisciplinary

communication and cooperation make platform research more targeted and feasible, which helps effectively solve the bottleneck issues of industrialization or marketization of results, and reduces the risks of research and development and industrialization. Therefore, local colleges and universities should deepen the integration of resources among scientific research platforms, do a good job in overall design, build a resource integration mechanism relying on each scientific research platform, so that each scientific research platform has an overall, organized and targeted research in the characteristic disciplines or advantageous disciplines, and form a research synergy in product design, product production, cost control, marketing promotion, after-sales service and other links.

### *5.3 Pay Attention to the Introduction and Cultivation of High-Level Talents or Leading Talents, and Build a High-Level Research Team*

Building a high-level research team and building a high-level scientific research platform cannot be separated from high-level or leading talents. Local colleges and universities should innovate the talent introduction policy, focus on the reform of the introduction or employment system of high-level or leading talents required by the characteristic platform, and introduce them in a planned and step-by-step manner in accordance with the principle of "introduction according to needs, employment based on merit", to eliminate the blindness and randomness of talent introduction. While improving the introduction mechanism of high-level talents, it is also necessary to build a continuous training mechanism of high-end talents and implement the career development plan of high-level talents; Do a good job in the selection or selection of young and middle-aged scientific research backbone and the cultivation of reserve talents; Pay attention to the growth of top innovative talents, pay attention to the construction of scientific research talent echelon of scientific research platform, and realize the sustainable and balanced development of scientific research talents between platforms. We should strengthen cultural construction in scientific research and create a soft environment conducive to talent growth by creating a relaxed and harmonious working environment.

### *5.4 Improve the Operation System of Scientific Research Platform*

From the perspective of the relationship

between the construction of university scientific research platform and the coordinated development of disciplines, the construction and management of scientific research platform has a strong guiding role, serving the development of relevant disciplines internally and the society externally. Therefore, the guiding function of scientific research platform management should be clarified. On the one hand, it is necessary to create a competitive and cooperative relationship between scientific research platform and research team; On the other hand, it is necessary to stimulate individual initiative while avoiding internal vicious competition. In combination with the administrative subordination of the scientific research platform, local universities should build a scientific, standardized and reasonable management system to ensure the stable operation of the scientific research platform. Therefore, it is necessary to establish the accountability mechanism of the person in charge of the scientific research platform, as well as the evaluation system of the scientific research ability and level of the research team and researchers, and establish an effective incentive mechanism; Establish formal, normative and long-term inter-disciplinary academic exchange and discussion activity rules based on scientific research platform; Build a mechanism of communication and cooperation between cross-level scientific research platforms, and promote the exchange and cooperation of disciplines at different levels.

### *5.5 Bring into Play the Unique Advantages and Promote the Cross Regional Cooperation and Joint Construction of High-Level Scientific Research Platforms*

Strengthen scientific and technological cooperation with high-level scientific research platforms or research teams at home and abroad, and encourage universities to exchange and cooperate across regions and disciplines. Make full use of resources at home and abroad to build three platforms of basic knowledge, professional knowledge and business practice, and create more practice opportunities for students (Dai Yonghui, Yan Kexin & Wang Siyi, 2022). We should give full play to the distinctive advantages of local colleges and universities to promote the in-depth cooperation of relevant technologies integrated with the characteristics, and encourage the construction of high-level cooperative research platforms based on

complementary advantages.

## 6. Conclusion

Since the 12th National Congress of the Communist Party of China formally included management science in the Party's political report for the first time, and clearly put forward "strengthening the research and application of management science", the discipline of business administration has developed rapidly, but there are still problems to be solved in the coordinated development of the discipline of business administration. From the content of the existing research literature on the subject of business administration, scholars mostly analyzed and discussed the scientific research and project funding in the development of the subject of business administration from the perspectives of the construction and development of the subject of business administration and the cultivation of talents, and agreed that the construction of scientific research or research platform is closely related to the construction and development of the subject. This study discusses the development of the discipline of business administration from the perspective of the construction of scientific research platform, studies the problems of local colleges and universities ignoring the coordinated development of disciplines and the isolation of scientific research and teaching in the process of attaching importance to the construction of scientific research platform, and proposes specific strategies to strengthen the construction of scientific research platform and promote the coordinated development of the discipline of business administration based on the construction of scientific research platform, which enriches the research results of the construction and development of the discipline of business administration. It has certain guiding significance for local universities to build first-class disciplines with local characteristics. However, for local colleges and universities, it is more important to solve the problem of location. Therefore, the future research of business administration can be conducted in the direction of building corresponding scientific research platform by combining local industrial characteristics and development.

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