The new public management theory looks at the socialization reform of college catering service under the valve

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Abstract. The socialized reform of college catering service should draw lessons from the theory of new public management, take the road of marketization, re-divide the division of government and social forces, and develop the college catering service market. Innovate characteristic college catering with information technology and precise positioning of audience demand; The quality of service is guaranteed by perfect management system, excellent service team and multi-party supervision mechanism.

1. Introduction
As a quasi-public good, college catering service has a broad sense of public management function. Under the planned economy system, the university logistics operates according to the system of supply and welfare [1]. For a long time, the supply mode of college catering service in China has been a single self-supply mode, namely the self-run mode of universities. With the development of social and economic level, the facilities, management and operation mechanism of logistics in colleges and universities have been unable to meet the needs of social and economic development and the development of higher education. As the center of logistics service, how to adapt to the needs of rapid development of social economy and higher education, meet the market, and promote the development of education is an urgent problem in front of us [2]. The study of catering service in universities through the new public management theory can find the correct direction for the socialization reform of catering service in universities, which is conducive to exploring an effective catering service mode in universities.

2. The socialization of catering service in colleges and universities is consistent with the theory of new public management
In the 1980s, Britain, the United States and other countries launched a so-called "new public management "government reform movement, which rapidly spread and expanded to almost all the developed industrial countries. Each country has launched a radical administrative reform, and the public management mode has undergone a fundamental change. In this process, the theoretical and practical mode of administrative reform is called the new public management theory. The basic management thought of the new public management theory is the concept of public management embodied in the enterprise management approach (also known as "B" approach), and the related theories of public sector management methods are re-studied. Its core idea is to introduce the management means and market incentive structure of the private sector into the public sector and public services, so that the public sector can fundamentally change the relationship between the government and society from the perspective of the transformation mechanism, and finally replace the
traditional bureaucratic system with the new public management model. In the 1999 public management development report "governance in transition" published by the organization for economic cooperation and development (OECD), the characteristics of new public management can be summarized into eight aspects: transferring authority and providing flexibility; ensuring performance, control and accountability; developing competition and choice; providing flexibility; improving; Human resources management; optimizing information technology; improving control quality; strengthening the central guidance function. It can be said that the new public management aims at the government governance model that seeks to replace the traditional bureaucratic system, carries out reforms in such aspects as repositioning government functions, changing the way of providing government services, reforming the internal management system of the government, and introducing the technology of the private sector to redefine the relationship between the government and the market. The management mode of improving the level of public management and the quality of public service by means of marketization [3].

At present, China has put forward the idea of building a new logistics support system for colleges and universities that "the government performs its duties, the market provides services, the schools make their own choices, the industries are regulated and the departments are supervised according to law". Its core is "the combination of public welfare investment and market-oriented operation". The catering service, as an important part of the logistics reform of colleges and universities in China, is basically consistent with the marketization theory in the new public management theory in the basic ideas, goals and main tasks [4]. The new public management theory provides a reference for the social reform of "quasi-public goods" in colleges and universities, which is of guiding significance for the socialization reform of catering services in colleges and universities.

3. Innovate characteristic college catering with information technology and precise positioning of audience demand

The new public management theory regards the public as the customer and emphasizes the customer's right to choose. In 2019, the survey data of catering service satisfaction of two universities in xi’an showed that the variety satisfaction was 42% and the quality satisfaction was 23% (Figure 1). College catering service faces a specific group, namely the majority of college teachers and students, which puts forward higher requirements for college catering service, service concept and other aspects of continuous innovation, improve the service quality and level.

![Figure 1 satisfaction survey data](image)

3.1 Construction of college catering service information platform construction, innovation of college catering service

The emergence of O2O model has a great impact on college canteens. At the same time, the existing o2o model has a great credibility problem due to the intermingled good and bad shops, leaving hidden dangers for college students' food safety. When dealing with this problem, college catering service departments should not only adopt certain restriction means, but also follow the trend, build their own information platform, improve the service level and win back the sales. College canteens should seize the opportunity to promote the development and innovation of college catering services. At present, most college canteens are equipped with computer network, software and hardware foundation in daily management, and employees have certain operating skills. However, due to the lack of information...
management platform, they have not played their due role in practical work. Therefore, it is necessary to build an information platform for college canteens to realize the collaborative management of cross-campus and multi-canteen business, real-time synchronization of operating data, effective cost control, simplified process and improved service quality. Secondly, college canteens should set up online ordering and delivery services. College teachers and students have a strong ability to accept new things, and the combination of online ordering mode and canteen mode can not only guarantee food hygiene and safety, low price, but also alleviate the problem of crowded canteen. The delivery personnel can employ work-study staff and provide door-to-door service for students of our school, which is more convenient. This model can also build an internship base to provide internship and entrepreneurship opportunities for students majoring in e-commerce and those interested in it.

3.2 Refine the catering service needs of college teachers and students, and advocate and provide diversified and humanized services
There are a large number of consumer groups in universities, and the demand for catering is obviously diversified. Refining the catering service needs of college teachers and students, providing diversified and humanized services can be regarded as a development direction of college catering, which can provide more innovative points for the development of college catering, and more choices for college teachers and students. Specifically, it can be adjusted from the following aspects: First, scientific site selection, reasonable distribution. Second, optimize the function for the convenience of teachers and students. Third, characteristic window, accurate positioning.

4. Perfect management system, excellent service team and multi-party supervision mechanism guarantee service quality
The important content of logistics socialization reform in colleges and universities is to do a good job in catering service to meet the needs of teaching, scientific research and the diet culture of teachers and students. Therefore, it is an ideal practice to guarantee the whole service quality through system constraints in advance, professional assurance in the process, multi-party supervision, post evaluation and feedback.

4.1 Improve and strictly implement the management system, system constraints management
Perfect system is an important guarantee to ensure safe and effective operation of college catering service. First of all, college catering service should be IOS9001 series certification as the leading service standardization, strict implementation of various laws and regulations. Second, catering service in colleges and universities should accord to the actual situation, and perfect a series of rules and regulations, such as material procurement, procurement procedures, procurement material acceptance system assessment method, cooperative mechanism of food safety and hygiene rating standards, food packaging materials, services, post responsibilities and job requirements, etc., make sure to institutional constraints. Finally, the post responsibility system of university catering service was established, namely, the accountability mechanism of the new public management was advocated, the responsibility for food safety was decomposed and implemented to the department and the specific responsible person, and the responsibility letter was signed to ensure that the responsibility for safety was on the job. At the same time, in order to ensure the executive ability, post responsibilities and food production operation process can be posted and hung, as to achieve "system on the wall", forming a good canteen system management culture atmosphere.

4.2 Introduce professional talents and establish training and incentive mechanism
The high quality service level depends on the high quality service team. New public management theory attaches great importance to human resource management, and emphasizes the improvement of flexibility in personnel recruitment, tenure, salary and other aspects of personnel management [2]. At present, college catering service personnel are mainly temporary recruited social personnel, service personnel mobility is strong, the team is not stable, at the same time due to the low cultural quality,
comprehensive quality is low. There are many problems in talent introduction and incentive in universities, which bring many difficulties and hidden dangers to the management and service of logistics catering in colleges and universities.

4.3 Perfect supervision mechanism, multi-party participation in supervision
College catering service should not only follow the market rules, but also take into account the public welfare and education. In order to ensure public interests, we must further improve the supervision mechanism to achieve effective monitoring. The new public management believes that the role of the internal top-down supervision mechanism in traditional administration is limited, and the optimization of public services must be realized through the expansion of democratic participation. Therefore, this paper suggests that in the operation and management of school catering services, not only the logistics management personnel should be responsible for, but also all groups within the campus should be included in the scope of the supervision system. First, a leading group of catering service work in colleges and universities was set up, with the President as the group leader, to formulate the system for school leaders to dine regularly in the student canteen, in order to listen to students' opinions on the canteen, and put forward specific opinions and guidance on the work. Second, set up a school food committee to supervise the committee by students as the main body. When making decisions related to students' rights and interests such as price adjustment in the canteen, organize students' representatives to participate in the hearing, extensively solicit opinions from students and seriously consider adopting or making explanations that are not adopted. The school food committee organizes student representatives to visit the canteen, participate in the canteen purchasing supervision. Organize student representative seminars, so that students can have direct talks with canteen management staff. Thirdly, the school's trade union and catering service center will invite teachers' representatives to hold a canteen work forum to put forward opinions and Suggestions on the operation and service of the canteen. Fourth, the functional departments of the canteen operation process and financial accounting of the whole process of supervision.

Table 1. Responsibilities of college food committee

|   | Responsibilities                                         |
|---|--------------------------------------------------------|
| 1 | Organize student representatives to attend the hearing |
| 2 | Organize student representatives to visit the canteen  |
| 3 | Participate in canteen purchasing supervision          |
| 4 | Market research                                       |
| 5 | Organize seminars for student representatives          |
| 6 | Carry out satisfaction questionnaire survey            |

5. Conclusion
The socialization reform of college catering service is a complicated and long process. Based on the theory of new public management, this paper advocates that colleges and universities should cooperate with social forces by acting as guides and coordinators to develop off-campus catering projects and enrich service contents. And through the perfect management system, the high quality service team and the multi-participation management mechanism to realize the university catering service socialization reform. The future research can also try to deeply explore the specific items of catering service in universities.

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