Construction of Talent Introduction Project System in Lanzhou under the Background of Strengthening Country by Talents Strategy

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Abstract. The construction of talents introduction project is one of the factors influencing the country's core competitiveness in the new era, as well as an important component of strengthening country by talents strategy. The work analyzed the construction of talents introduction project in Lanzhou to optimize the mechanisms of talents training, introduction, incentives, selection and retention through the transformation of talents concept. Then, the talents service system was improved to form a think-tank cluster and build a "strong magnetic field" for talents. The construction of talent introduction project is an important force to promote the real economy and technological innovation, and a significant engine to boost the transformation and upgrading of Lanzhou's industry.

Significance of Talents Introduction Project Construction in Lanzhou under the Background of Strengthening Country by Talents Strategy

Since the 21st century, China has been promoting the strategy of strengthening country by talents. In 2007, the 17th National Congress of the Communist Party of China established three national strategies of economic and social development—strengthening country by talents, rejuvenating country by Science & Education and sustainable development. Since the 18th National Congress of the Communist Party of China, the Party Central Committee has given greater prominence to accelerate the building of a strong country by talents. Xi Jinping, General Secretary, in the 19th National Congress reported that "innovation is the first driving force to lead development and the strategic support for building a modern economic system." Talents are important for the construction of state, prosperity of government and the powerful undertakings. Talent is the innovation driving force for future urban development and economic growth. It has become an important strategic resource for countries and regions to compete, and an important factor for the core competitiveness of a region or even a country. The innovation guidance is essentially led by talents, which means talents refer to the advantages of innovative strength. Huiyao Wang, director of the China and globalization think tank, believes that during the first 30 years of reform and opening up, China has mainly broken down the barriers to the movement of goods. We should focus on accelerating the free flow of talents in future’s reform and opening up, and introducing talents instead of businesses and investment. In recent years, the "talent competition" between cities has rapidly spread from first-tier cities like Beijing, Shanghai, Guangzhou and Shenzhen to the second-tier and third-tier cities. Cities such as Nanjing, Wuhan and Xi'an have become the cradles for talent in the process. Talents from domestic and overseas have been attracted and congregated, with the innovation and entrepreneurship talent highland established, to promote the coordinated development of the economy, scientific and technological innovation, modern finance and human resources.

Lanzhou is located in the upper reaches of the Yellow River in the northwest inland. Influenced by traditional industrial structure, cultural geography and other factors, there are still big gaps between the number of talents, structure and economic restructuring. Human resources are the "carrier" of innovation. In the context of globalization and the new normal of the economy, to win the active competitive advantage, Lanzhou needs to improve the economy from factor-driven and investment-driven to innovation-driven. There is also an urgent need for Lanzhou to train and
introduce a number of scientific and technological innovative talents in areas of pillar industries, emerging industries, and other key fields. To solve the problem of inverted talent environment and development demand in Lanzhou, the following aspects should be performed: carrying out the talent introduction project, building a new cluster of high-end think tank, and cultivating local talents with high intelligence, creativity and competitiveness. Thus, the emerging industries are promoted to reach a new phase. Through building a new group of high-end think tanks and constructing talent introduction project, Lanzhou can create a good environment for cultivating and attracting talents for the economic and social development. We can foster new strengths, new possibilities, new variables and new combinations. Only by giving full play to the important role of innovative talents, more valuable things can be created. Meanwhile, it boosts Lanzhou's modern economic system construction and replaces old driving forces with new ones.

Problems for Talents Introduction Project in Lanzhou

Uncompleted Change of Talent Concept

If with correct view of talents and the orientation, all the talents can be attracted. However, affected by traditional concepts, the western region still has many ideological obstacles and outmoded conventions and customs in the talents training, selection, evaluation and encouragement. Moreover, there are phenomena of judging a person by his/her family status or only by his/her essays, professional titles, academic qualifications, awards and background. These kinds of old-fashioned ideas and institutions inevitably lead to the talent introducing barriers. It is always scarce for talents, especially high-end talents. If there is no atmosphere of advocating talents and the talent concept of planting a good Chinese parasol tree to attract phoenix, it is not conducive to exploring the potential of existing talents, and the return of local high-skilled talents. Talents from all over the world cannot be accepted to release the “dividend” of talents.

Improvement of the Mechanism of Talent Cultivation, Introduction and Incentive

Emperor Taizong of Tang used to say that “the key point of governing is to get talents. No matter what we are doing, we should grasp the fundamental, and people are the fundamental of a country.” What he said expound the value of talent powerful strategies. Xi Jinping, General Secretary, attaches great importance to talent work, and used to quote “respecting the scholars is the key point of governing” in Mozi: Respecting Talents to emphasize the importance of selecting talents and appointing talents. What’s more, he further pointed out that competition of comprehensive national strength is a competition of talents and basically the competition of talents is a competition of system [1]. The key points of talent introduction project in Lanzhou are talent evaluation, cultivation, introduction and incentive mechanism under the background of strengthening country by talents strategy. Lanzhou, for the moment, has generated and maintained a series of scheme measures of talent evaluation, cultivation, introduction and good incentive plan to identify and utilize those who have innovative spirit, high-level professional administration, high-level technical profession and high-skilled talent. However, the innovation of these scheme measures is not enough, lack of necessary sense of integrity. Good system environment of introduction, cultivation and retention of talents has not formed yet, and disparity still exists in comparison with eastern developed areas in China.

Institutional Barriers to Talent Growth

The ideology of "official standard" is still relatively heavy in some departments and units. In their minds, there is only the administrative level instead of professional titles, and only job duties instead of academic degree. They advocate respecting knowledge and talents without activities. Jijun Li, academician of the Chinese Academy of Sciences and a well-known physiognomic geomorphology expert, talked about the Lanzhou's development: "talents cannot be attracted
without breaking the rules, and it is difficult for the occurrence of excellent talents without removing the obstacles of system, which restricts the growth of talents. Without a new talent reserve mechanism, we cannot retain or attract talents; without talents, the development of economic and social remains an empty slogan” [2].

Prominent Problems in Talent Structure

With the upgrading of industrial structure and the adjustment of regional economic pattern, the structural contradiction of Lanzhou's human resources is prominent at the present stage and mainly shows in three respects:

Unbalanced Distribution of Talents. From a nationwide perspective, the high-level talents prefer the first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen for their constantly adjusted conditions for talent introduction. Since 2017, Xi'an, Nanjing, Wuhan and other cities have provided a series of measures to instruct high-level talents in administrative approval, housing, household registration, salary and other aspects, setting off an unprecedented "war for talents" to meet the needs of industrial restructuring under the new situation. However, Lanzhou still focuses on employment promotion with talent waste phenomenon—it is hard to digest high-end talents, and newcomers are difficult to find posts. What’s more, from the perspective of urban and rural distribution in Lanzhou, about 90% of talents are mainly concentrated in core urban areas, such as Chengguan district, Qilihe district and Anning district, while the number of talents in suburbs, sub-cities and new urban areas is relatively small. What’s the worse, the county area is extremely short of talents in the state of net outflow. This situation is far away with the requirements of promoting county economy, modern agriculture, basic position of agriculture, and strategy of rural revitalization.

Mismatching of Talent Ability Structure and Regional Economic Pattern. From the analysis of the talents structure in Lanzhou and Gansu Province, we find that the talents of public institutions covers higher rate mainly in education, scientific research institutes, followed by health systems and traditional industries such culture, sports and finance. The lowest refers to the quantity of high-level talents in emerging service such as finance, city construction planning, equipment manufacturing, new and high technology industries and modern service industry. Of course, there is also a phenomenon that the oversupply and shortage of talent structure coexist, manifesting in low utilization and "high consumption." With one-sided pursuit of images and brands and the blind pursuit of personnel with high academic qualifications and professional titles, it leads to the "overstaffing, high-level talents with mismatched job" and inefficient use of talents. Generally speaking, there exists "more in two aspects and less in two aspects" phenomenon, that is, less innovative and pioneering talents and more inherited and executive talents; more talents in production and service area but less in research and development.

Professional Structure of Talents is Difficult to Meet the Requirements of Industrial Structure Upgrading. Lanzhou, like other western cities, faces the contradiction that talent professional structure mismatches the industrial structure upgrading. The professional and occupational structure is unreasonable, existing "six more in six aspects and less in six aspects," that is, in the party and government personnel, more talents majoring in liberal arts such as management and secretarial, while less people familiar with economic, trade, finance, law and foreign knowledge. Among the professional and technical personnel, there are more talents in culture, education, health, finance and traditional industries, but few in emerging and high-tech industries. In the business operation and management, more people use traditional methods to manage enterprises; few people master and use modern enterprise management methods, and understand market economy and international rules. In the skilled personnel team, more people use the traditional vocational skills, and less people grasp the modern vocational skills. Among the practical talents in rural areas, there are more talents engaged in traditional planting and breeding, and few in modern agriculture and deep processing of industrial chain. In service industry, there are more people in traditional service industry and few in modern service. The unreasonable professional structure of talents makes it difficult to meet the needs of the developing modern industry, agriculture and economy in line with international standards.
Ideas and Countermeasures of Talent Introduction Project Construction in Lanzhou under the Background of Strengthening Country by Talents Strategy

Ideas of Talent Introduction Project Construction in Lanzhou

The construction of talents introduction project construction in Lanzhou city should establish and consolidate the idea of "making talents the first resources, capital and driving force." Then, five changes need to be realized in the construction of talent introduction project: the transformation from giving priority to the material capital accumulation to the human capital accumulation in the concept of talent development; from the policy normalization to the legal normalization in talent development management; from the planning distribution to the market allocation that plays a decisive role in the mode of talent development; from giving the priority to scale expansion to the quality improvement and structure optimization in the key points of talent development. In the openness for talents, we need to implement a more open talent policy through making the internationalization of talents as an important part in talent strategy [3]. Finally, on the basis of creating a social environment conducive to talent growth and “respecting talents” and assessing the talent structure, the talent management system should be promoted to create a well-being and humanistic ecology. By the improvement of the talent introduction system can outstanding talents be cultivated, attracted and used, thus forming a new system of talent introduction.

Countermeasures for the Construction of Talent Introduction in Lanzhou

Establishing the Correct View of Talent. Talents are important at all times and in all countries. The correct outlook on talents is of great significance for strengthening the country by talents, promoting the Lanzhou's real economy, and scientific and technological innovation. Since the Eighteenth National Congress of the Communist Party of China, Xi Jinping has put forward a series of new ideas, new viewpoints and new judgments on talent construction, including the views of focus on talents, and the introduction, employment and management of talents. Enterprises and institutions in Lanzhou should realize that high quality, competitiveness and modernization are the key factors. Organizational personnel departments should constantly strengthen their self-cultivation and crack the official ecology of "appointing relatives" in personnel appointment and dismissal. Unhealthy tendencies should be cracked down in personnel appointment and removal to introduce talents. Only by constantly establishing the concepts of respecting, gathering and achieving talents can the talent introduction view of emphasizing morality and ability, the talent cultivation view of education according to their positions, the talent employment of full empowering, and the talent inspiring of value sharing formed.

Scientific Setting of Talent Evaluation System. The construction of talent evaluation system is the source of talent introduction construction. Talent gathering and career prosperity are due to smooth system. What kind of person can be regarded as talent? The combination of virtue and ability has been praised as "the first criterion for employing people for thousands of years." Emperor Taizong of Tang believed that "the appointment today must be based on virtue and knowledge." Bin Liu in the Ming Dynasty believed that talent must have the tolerance. Wang Fuzhi believed that only when we look at our abilities according to our achievements can we give full play to how we look at our abilities, and how we look at our abilities depends on our tolerance. Therefore, the criteria for measuring talents lie in the following key elements: knowledge, tolerance (mind), character and will (adversity quotient). The talent introduction is hindered due to the harsh talent evaluation system and the knowledge-based employment. In fact, the construction of talent evaluation system needs to be fully authorized according to the needs of industrial development. In the key links of talent evaluation, introduction, training, mobility and incentive, we should make up for shortcomings and create characteristics. Only by making those broad-minded, capable and active people devote themselves to industrial upgrading and reconstruction can Lanzhou's competitiveness in talent introduction be improved under the strategy of strengthening the country by talents.
Doing a Good Job in Selecting and Retaining Talents. Under the strategy of strengthening the country with talents, the construction of talent introduction project in Lanzhou needs to construct a perfect mechanism, process and system of "selecting, cultivating, employing and retaining." At the level of selection, we should prevent the phenomenon of looking for "superman" with high selection criteria, and avoid the phenomenon of random selection of talents without criteria. At the employing level, we should take moral character as the first step. The knowledge accumulation environment is created to formulate the employing mechanism of "making the best use of talents." In view of the current phenomenon of "emphasizing importation rather than self-cultivation," we should realize that cultivating talents is a necessary and most important means to participate in market competition. In practice, we should make comprehensive use of methods such as centralized learning, tutorial system, rotation system and learning sharing meeting to scientifically design personnel training programs and build a "learning team." The talents should be cultivated from structure, reserve, foresight and sustainability. "A wise bird chooses the tree it will nest on" in case of the outflow of talents as well as the talent "deficit." It is necessary to change the simple and crude "weak legalization" and "incentive bureaucratization" of the current high-level talent policy. On the basis of fully understanding the needs of talents, an organizational culture environment should be created for the growth of talents by improving the incentive mechanism and mobilizing the enthusiasm of all aspects. The intellectual contribution of talents is placed in a more important position to respect the uniqueness of talent contribution and let talents have the space to realize their self-worth locally.

Perfecting the Talent Service System. In order to ensure that the development of talent team meets the needs of industrial transformation and upgrading and economic and social development in Lanzhou, it is necessary to improve the talent service system and build a talent gathering platform. On the one hand, based on the needs of Lanzhou's social and economic construction and the orientation of industrial development, we should focus on the service concept of high-end industrial agglomeration, integration of industry, university, research and business, and Demonstration Park. A new plateau for human resources services can be established by emphasizing both public service and market-oriented service, one-stop service and personalized service, and online service and offline service. On the other hand, we should give full play to the advantages of the platform in gathering talents, and build the entrepreneurship parks for Ph.D., M.A. and college students in accordance with the chain development idea of "government, industry, education, research and capital." New talents and experts are gathered in new generation of information technology, high-end equipment manufacturing, petrochemical industry, ecological biology, cultural heritage research and other fields. The talent introduction level is improved by integrating policy, talent, industry, technology and capital.

Constructing Think Tank Cluster for New Development Pattern. Think tanks consist of talents. As the provider of solutions in economic and social fields, think tanks are not only high-end intellectual resources, but also the driving force of emerging industries. In 2015, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the *Opinions on Strengthening the Construction of New Think Tanks with Chinese Characteristics*; the report of the 19th National Congress put forward specific requirements for the construction of think tanks. Think tank cluster, different from industrial cluster, urban cluster and other entity state clusters, is an integrated reflection of regional ideology and planning. Therefore, the Lanzhou Municipal Committee and Municipal Government should keep up with the decision-making and deployment of their superiors, insisting on "building think tank clusters and developing think tank economy" as an important part of the project of talent introduction. By building platforms and optimizing services, projects and impact, we can integrate policy, talent, industry, technology, capital and other factors in depth. A new think tank cluster is established based on Lanzhou, serving Gansu and radiating northwest China. A professional high-end think tank system forms with clear positioning, distinct characteristics, rational layout and complementary functions. The think tank cluster can become a powerful tool to speed up the transformation of new and old kinetic energy, the supply-side structural reform and the industrial
restructuring and upgrading, thus promote Lanzhou’s comprehensive economic strength and core competitiveness to a new level.

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