Retraction

Retraction: Characteristics of Organization and Management of Private Colleges and Universities based on the Big Data Analysis (J. Phys.: Conf. Ser. 1744 042090)

Published 16 September 2022

This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

Retraction published: 16 September 2022
Characteristics of Organization and Management of Private Colleges and Universities based on the Big Data Analysis

Yu Liu

1,  Yunnan Technology and Business University, China, 6500000

*Corresponding author e-mail: yuliu@ynjgsxy.net

Abstract. At present, private colleges and universities have been operated in a market-oriented way, and self-financing management mode puts forward higher requirements for the level and ability of school managers. The form of organization and management is not only related to the improvement of school running level, but also related to the survival and development of private colleges, which is of great significance to the development of private colleges. This paper first studies the change and development of the characteristics of the organization and management of private colleges, then analyses the influencing factors of the form and characteristics of the organization and management of private colleges and universities from the analysis of big data, and finally gives the suggestions for the development of the organization and management of private colleges and universities in the market competition environment.

Keywords: Characteristics, Organization and Management, Private Colleges and Universities, Big Data

1. Introduction

The form of organization and management in colleges and universities needs to match with the current development stage and education type of colleges and universities. Mismatching and unscientific form of organization and management will limit the normal development of colleges and universities. The organization and management of colleges and universities is of great significance, especially for private colleges and universities. The form of organization and management is not only related to the promotion of the school level, but also related to the survival and development of private colleges and universities. Comparing the characteristics of organization and management between the leading private colleges and the dying private colleges, we can find that there is a big difference between them. At present, private colleges and universities have been operated in a market-oriented way. This kind of self-financing mode of operation puts forward higher requirements for the level and ability of school managers. Some private colleges and universities take a small-scale and fast-moving development mode, and some choose a market-oriented capital operation mode to ensure the development of the school. Private colleges and universities choose different development modes according to different development levels, and it is difficult to discuss which of the two development modes is better. However, no matter which development mode private colleges and universities choose, they need to establish corresponding organization and management forms, only in this
way can we ensure the stable operation of each work of learning. Therefore, it is of great practical significance to study the organizational management characteristics of private colleges and universities.

2. The development of the characteristics of organization and management in private colleges

2.1. Centralized organization and management of private colleges and universities

At present, some large-scale private colleges and universities, through effective management and control and diversified and rich activities of colleges and universities, make the source of students and funds have a full guarantee. In addition, these private colleges and universities expand the scope of their activities through active teaching innovation. This series of measures and measures make these private colleges and universities form positive and innovative organizational management characteristics.

The organizational management of such private colleges and universities also has the characteristics of administrative led centralized organizational management, which is shown in the following figure 1. First of all, the strong management team and executive team ensure the fast implementation of management decision-making in colleges and universities, but cause the main position and sense of existence of full-time and part-time teachers to be low, and lack of recognition of the school. Secondly, these private colleges and universities guarantee the priority of the authority and organizational objectives of their departments. The private colleges and universities Based on this feature can form a strong control over their subordinate departments, but it is not conducive to quantitative research activities and incentive of educational reform.

**Figure 1.** Characteristics of administrative led centralized organizational management

Based on the characteristics of centralized organization and management of private colleges and universities, it helps to carry out unified management and efficient management, so that the school management can focus on the external competitive pressure and external environment changes. Therefore, this form of organization and management makes the external environment of private colleges and universities more adaptable.

2.2. Decentralization and profit sharing organization and management in private colleges

Although the characteristics of centralized organization and management in private colleges and universities have the advantages of high executive power, they are not conducive to democratic decision-making, often only the decision-making of senior managers, resulting in the passive implementation of teachers and lower managers, so that their sense of existence and identity are low. Therefore, if private colleges and universities want to strengthen legal governance and expand the scope of democratic decision-making, they need to let more teachers and workers participate in the process of management decision-making, so that more teachers and workers are more identified with management decision-making and have a sense of mission.

The form of organization and management of private colleges and universities based on decentralization and profit sharing improves the shortcomings of the characteristics of centralized organization and management of private colleges and universities, and optimizes the organizational capacity to a certain extent. This kind of organizational management characteristics not only gives the faculty the right to participate in the organizational decision-making, but also gives the subordinate departments more rights, so that the personal development of faculty is more integrated into the construction and development of the school. This form of organization and management gives teachers and students more space and freedom to play independently, so that the form of organization and management can more adapt to the changes of the environment.
3. Influencing factors of the characteristics of the organization and management of private colleges

3.1. Influence of management quality on the characteristics of organization and management

The board of directors is the highest decision-making body in private colleges and universities because of the administrative requirements. The characteristics of the centralized organization and management of some private colleges and universities are caused by the centralized design of the management structure. In addition, the form of organization and management of private colleges and universities is also indirectly affected by the factors of market-oriented operation, just because under the condition of market-oriented operation, private colleges and universities need to raise their own funds and assume their own profits and losses, so the investors have a direct impact on the organization and management of schools. Therefore, the quality and democratic decision-making awareness of investors and management will have a final impact on the form and characteristics of the school's organizational management. In the current market-oriented complex competition, the impact of the quality of the management of private colleges and universities on the characteristics of organizational management is directly related to the ability of schools to adapt to the changes of market environment and competition, and then to the development of schools.

3.2. Influence of market environment on the characteristics of organizational management

Different from the environment of public colleges and universities, private colleges and universities are facing fierce external environment competition and influence in several aspects as shown in Figure 2 below. Therefore, the different market environment of private colleges and universities will have a direct impact on their organizational management.

![Figure 2. External environment competition and influence](image)

In order to maximize the protection of private colleges and universities on the use of market resources, it is necessary to establish the corresponding mechanism and market-oriented organizational management model. In addition, the policies of relevant government departments will affect the relationship between supply and demand of market resources. Therefore, private colleges and universities will establish corresponding organizations and management institutions to adapt to the changes of market environment.

4. The development of private colleges and universities organization and management in the market competition environment

Private colleges and universities are not only faced with external market environment pressure and free competition, but also greatly influenced by government agencies and policies. Therefore, the operation mode of private colleges and universities is similar to enterprise management to some extent. As analyzed in the previous section, the organizational management mode of private colleges and universities is also subject to market-oriented competition, so the development of organizational management mode and characteristics of private colleges and universities will inevitably continue to be affected by market-oriented competition in the future.

Under the mode of centralized organization and management of private colleges and universities, due to the fierce competition in the external market environment, private colleges and universities feel a strong crisis. In order to build a sense of security in the management system, many private colleges and universities have formed a highly centralized mode of organization and management. With the private colleges and universities in the fierce market competition to survive and stand firm, its external environment pressure is relatively reduced, some private colleges and universities began to turn to the organizational management mode of decentralization and profit sharing. Since then, in order to reduce the pressure of institutional
change expected by the society, the private colleges and universities have established institutions and relevant regulations to meet the development of the school. At this time, the private colleges and universities have begun to work on the elements of the school, so as to establish new organizational management standards and models.

In order to develop in the future market competition, private colleges and universities need to be more standardized and scientific in the structure and operation of organization and management, so that their organization and management can fully adapt to the requirements of the system environment and show the vitality and behavior of private colleges and universities. In addition, private colleges and universities should build their organizational management into an organic organizational management, so that private colleges can be more flexible and make rapid change when facing internal and external environmental changes.

5. Conclusions
In the increasingly fierce market competition, the organization and management of colleges is of great significance to the normal operation and development of colleges, especially for private colleges and universities, the form of organization and management is not only related to the upgrading of the school level, but also related to the survival of private colleges. Private colleges and universities should scientifically establish their own organizational management mode and characteristics based on their own development stage and reality, as well as the changes of the external environment of market-oriented competition. In a word, if private colleges want to develop in the future market competition, they need to be more standardized and scientific in the structure and operation of organizational management, and actively carry out the reform of organizational management mode, so as to make organizational management better support the long-term development of schools.

References
[1] Huang Weimin. Teaching reform and innovation of high level private colleges and universities in China[J].Journal of Weinan Normal University, 2015.
[2] He Miao. Research on innovation of teaching management mode of TF independent college [J]. Southwest University of Finance and economics, 2014.
[3] Wang Yi. The wider and wider the training road for the police outside the college [J]. Journal of Yunnan Police Academy, 2010 special issue.
[4] Guo Jianru. Marketization of private higher education and organizational management characteristics of private colleges and universities [J]. Higher education research, 2003, (4).
[5] Burton Clark. Founding Entrepreneurial University [M]. Beijing: People's education press, 2003.