

Three Concepts of University Logistics Culture Construction

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Abstract: University logistics culture is a new cultural form that has emerged in recent years, and it is a symbol of the development of university logistics management and service to a high level. Shaping and cultivating its unique culture in the process of reform and development. The basic task of university logistics culture construction is to continuously improve the comprehensive quality of employees and give full play to their intelligence. The organizational culture construction of university logistics should be planned and designed according to the actual situation of logistics itself, and a value concept and standard system that conforms to its own reality, is truly believed and recognized by itself, is practical and has its own characteristics. University logistics is currently in a transitional period. The success of socialization lies not only in the reform of management system, but also in the reform and innovation of the original organizational culture and the establishment of a market-oriented organizational culture. This paper briefly expounds the construction of university logistics culture from the following principles and three concepts of university logistics culture construction.

1. Introduction

University logistics has dual attributes of education and economy, which determines that university logistics culture has both the attributes of university culture [1]. At the same time, it has the attributes of corporate culture. University logistics is currently in a transitional period. The success of socialization lies not only in the reform of management system, but also in the reform and innovation of the original organizational culture and the establishment of a market-oriented organizational culture. With the acceleration of the socialization reform of logistics, the requirements of university teachers and students for logistics service and management level are getting higher and higher, and the university logistics itself needs to be constantly adjusted to make its service management level meet the requirements of science, procedure and specialization.

Successful organizational culture can have a favorable impact on the reform and development of university logistics, is the most lasting determinant of logistics development, is the foundation of logistics management innovation, is the invisible constraint and pillar of the organization, and is a spiritual motivation. Therefore, vigorously strengthening the construction of logistics culture is an important guarantee and foundation for promoting the all-round development of university logistics [2-3]. The author believes that the construction of corporate culture of university logistics should attach importance to three concepts. Only when these concepts are understood and recognized by all

employees can they be naturally transformed into the daily work behavior of employees.

2. Connotation of university logistics culture construction

University logistics culture is a new cultural form that has emerged in recent years, and it is a symbol of the high-level development of university logistics management and service [4]. Shaping and cultivating its unique culture in the process of reform and development. The basic task of university logistics culture construction is to continuously improve the comprehensive quality of employees and give full play to their intelligence. There are many factors involved in completing this task, among which the first is the concept of construction. Improving the quality and management level of logistics service and striving to build a new type of university logistics support system are expected to be beneficial to promoting the socialization reform of university logistics.

University logistics culture is an organizational management philosophy and code of conduct system which is advocated, accumulated and refined by university logistics in the long-term production and operation, with logistics spirit and business philosophy as the core and the highest goal as the common value orientation [5]. Based on improving the humanistic cultivation and scientific and cultural quality of employees, focusing on improving the management level and service quality, we will vigorously carry forward the main theme of a harmonious socialist society, strengthen overall management, promote harmonious development, and highlight the quality of logistics services. In order to meet the development needs of this new situation, logistics should change the concept of management (that is, service) and improve the management concept of information, humanization and sensibility of service work. Make logistics service firmly occupy the campus market and provide better service for the construction and development of the school.

3. Basic principles of logistics culture construction

3.1. Principle of unity of standardization and innovation

Service products, like other tangible products, also emphasize that products should meet different consumer needs, so service departments need to clarify the essence or service concept of "service products". Serving the teaching and scientific research work of the school and the orientation of teachers, students and staff determines that the logistics of the university is quite different from the enterprises in the society. In order to better realize the service purpose of university logistics, it is necessary to build a logistics culture that conforms to the characteristics of the times and the reality of the university, and there is much to be done in the construction of university logistics culture. Logistics culture focuses on construction and practice [6-7]. We should use industry standards and social standards to measure our work, and at the same time, we should seriously study the characteristics and reality of our work, and our work is innovative and developing.

3.2. Market-oriented principle

The organizational culture construction of university logistics under the framework of market economy should fully consider the basic characteristics of market economy, such as competition, openness, autonomy and equality, and establish an enterprise culture that adapts to market requirements and promotes the development of logistics in the direction of market demand, so as to guide the healthy growth of university logistics under the situation of socialization. In the establishment of university logistics culture, we should carry out multi-level education by using effective forms and carriers, carry forward the excellent tradition of university logistics culture in

meeting the rich cultural and spiritual needs of employees, build our own distinctive campus culture, and influence the value orientation of logistics employees with distinctive management concepts and spirit, thus forming a consensus and cohesion within logistics entities or enterprises.

3.3. Principle of seeking truth from facts

Carrying out the construction of logistics culture is a concrete manifestation of the implementation of the Party's always representing the direction of China's advanced culture, and is an important content of strengthening the construction of campus culture in the new period [8]. University logistics work should not only follow the laws of market, but also follow the laws of education and consider the actual situation of logistics. The organizational culture construction of university logistics should be planned and designed according to the actual situation of logistics itself, and a value concept and standard system that conforms to its own reality, is truly believed and recognized by itself, is practical and has its own characteristics.

4. The concrete contents of the three concepts of university logistics culture construction

University is an important place to educate and cultivate talents. University logistics is an important guarantee for school teaching and scientific research, and the main body of service is teachers and students. Because of its own service attribute, university logistics management and service is an important part of teaching and educating people, and it is also an important link of all-round education.

Good logistics culture can create a high-quality logistics staff, establish a set of logistics service administrative management system and quality management system which are suitable for and guarantee the stable operation of the school, cultivate strict work style, create a harmonious working atmosphere, optimize logistics image and improve logistics environment [9]. In this way, we believe that the construction of university logistics culture must also adhere to three basic concepts (Figure 1). Only in this way can we put improving the quality of employees and giving full play to their talents into the right track.

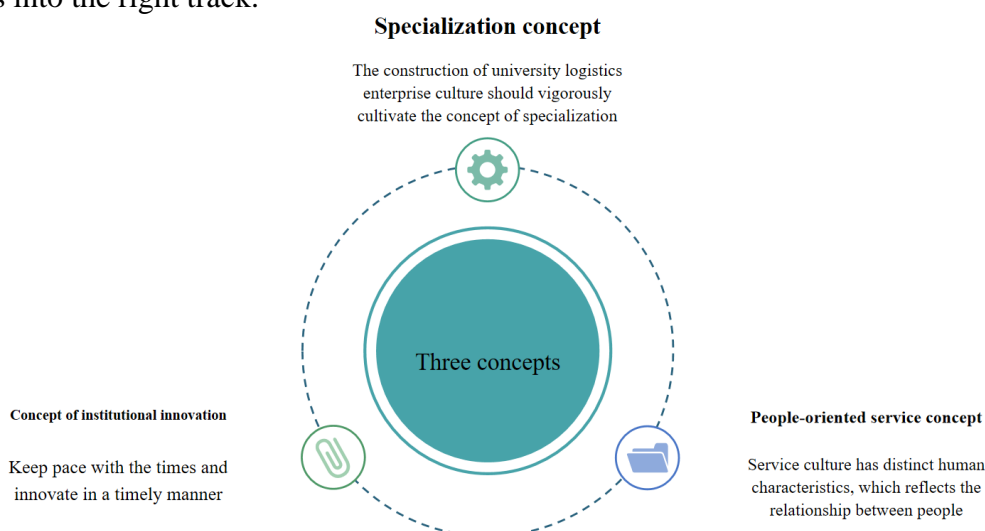


Figure 1: Three concepts in the construction of university logistics culture

4.1. Specialization concept

With the continuous development of China's market economy, university logistics is gradually

liberalized in the construction of market economy, and the competitive mechanism of survival of the fittest urges all employees to establish a professional concept. Therefore, the construction of university logistics enterprise culture should vigorously cultivate the concept of specialization, promote the management level to a higher level and a higher level with cultural effects, and promote the internal adjustment of specialized companies to be gradually put in place, thus promoting the post setting to be more lean, economical and efficient, so that the management system, management means and staff team construction can reach the professional level.

Although great achievements have been made in the socialization reform of university logistics in China, the socialization reform of university logistics is still in the form, and there is little substantive progress. The logistics entity cannot be separated from the school in substance, which leads to the addition of school institutions, the increase of management costs and the decline of work efficiency to some extent. We should speed up the standardization, specialization and refinement of university logistics services, actively and steadily promote the reform of university logistics under the premise of maintaining the overall situation of school reform, development and stability, which can be handed over to the market and operated by enterprises. We need to provide quasi-public services and strive to build a new logistics support system that adapts to the laws of market economy and the actual situation of schools.

4.2. People-oriented service concept

Service culture has distinct human characteristics, which reflects the relationship between people. The concept and requirements of service culture should be reflected in the whole process and all-round of logistics management activities, and the high quality of service should be based on the scientific, standardized and accurate management process, and the logistics resources should be integrated by using modern service concepts, the management mode should be improved, and the workflow should be improved to ensure the service quality.

Lectures and training courses can be held to publicize and explain, so that employees can realize the significance of corporate values and support them ideologically; The specific design of the organization logo should follow the implication, aesthetics, easy identification and be unified as a whole. It is not a natural process for employees to identify with enterprise values and transform them into their own values to guide their own work practice, but a series of measures are needed to promote the completion of this transformation.

Carrying out the construction of university logistics culture is to let the staff understand the mission of the university and establish the concept of people-oriented logistics work. With the development of society and the improvement of people's living standards, the requirements of teachers and students for the material conditions and security services of universities are getting higher and higher [10]. Under the condition that the university hardware conditions are still tense and can't meet the needs of teachers and students, if the service work can't keep up, teachers and students will be more dissatisfied with the logistics work. To carry out the construction of logistics culture, we must adhere to the basic principle of people-oriented, apply scientific management methods in line with people-oriented spirit, implement humanized management, meet the basic needs of logistics workers and respect their democratic rights. Respect the feelings of employees and encourage the participation of professional staff. Cultivate employees' creativity and promote the realization of employees' value. Establish a complete logistics human resource development and management system, a scientific assessment system, a flexible distribution mechanism, a fair employment mechanism and a lifelong education training mechanism.

4.3. Concept of institutional innovation

From the point of view of management, university logistics is still in the stage of perfecting "managing people by system", and it is a big leap for logistics that grew up in the environment of public institutions to realize "managing people by system". But this kind of binding management is not enough, and it can't mobilize the enthusiasm, initiative and creativity of employees. The characteristics of service determine people's factors and logistics work, and logistics culture will affect people's behavior choice and service attitude. Only by shaping the logistics culture that can stimulate the enthusiasm of employees can we lead the logistics service to a new level.

Where there is a market, there is bound to be competition, and where the market appears, competition will inevitably appear. The construction of university logistics culture should pay attention to the cultivation of competitive ideas and enlighten employees' thinking with competitive ideas. At the same time, the concept of competition should also develop and change with the development of market economy. More importantly, we should make all employees understand that only through reasonable competition can we protect the advanced, spur the backward, be uneasy about the status quo, be unconventional and not be eliminated by the market in the end.

The innovation of university logistics is the inexhaustible motive force of logistics development and the eternal theme of logistics construction and development. Only by breaking through the original framework, keeping up with the pace of the times and innovating in a timely manner can logistics make new breakthroughs and broaden its own development space. The cultural construction of university logistics must be unconventional and innovative, and create a university logistics culture with the characteristics of the times on the basis of its own characteristics and actual situation and inheriting fine traditions and styles. Actively carry out all kinds of cultural and sports activities and knowledge training to form a positive institutional environment conducive to logistics support.

5. Conclusions

Successful organizational culture can have a favorable impact on the reform and development of university logistics, is the most lasting determinant of logistics development, is the foundation of logistics management innovation, is the invisible constraint and pillar of the organization, and is a spiritual motivation. Therefore, vigorously strengthening the construction of logistics culture is an important guarantee and foundation for promoting the all-round development of university logistics. The development and innovation of university logistics culture needs our gradual exploration and deepening. Only by working hard can we achieve a breakthrough in quality and quantity. In the realistic environment of university logistics, we should attach importance to the cultivation of ideas according to local conditions and establish a real university logistics culture. Only by establishing the correct three concepts of university logistics culture construction can we ensure the scientific construction and healthy development of university logistics culture.

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