

Research and Practice on the Work Service Mechanism of Trade Unions under the Model of "Four Districts and Four Associations"

Rong Yuan, Yehui Ni, Danping Kang

Shanghai University of Engineering Science, Changning, Shanghai, 200336, China

Keywords: Trade union work, four-zone four-link model, service mechanism, park enterprises

Abstract: This study focuses on the "four districts and four associations" trade union work service mechanism implemented in the Science and Technology Park of Shanghai University of Engineering Science, aiming to realize the effective linkage of the campus, urban area, science and technology park and Xianxia community through the innovative measures of the trade union in the park, and build a full-coverage and multi-dimensional trade union service system. Through a combination of literature review and field research, this study analyzes in detail the current situation, challenges and innovative practices of trade union service in the park, especially in promoting regional economic and social development and supporting college students' entrepreneurship. The research results show that the cohesion and influence of the trade union organization have been significantly improved through the construction of multi-functional platforms such as the trade union joint construction center station, learning promotion station and service station, and provided comprehensive and efficient services for the enterprises and their employees in the park. The research results of this paper not only provide a valuable reference for similar trade union organizations, but also put forward feasible suggestions for the development of trade union work in the future.

1. Introduction

With the rapid development of the economy and the increasingly complex working environment, the role of trade unions in safeguarding the interests of employees and promoting social harmony has become increasingly prominent. Especially in the context of universities and parks, trade union work is facing new challenges and opportunities. The "four districts and four connections" model adopted by the Science and Technology Park of Shanghai University of Engineering Science has built an innovative trade union work service mechanism by integrating the resources of the campus, urban area, science and technology park, Xianxia community and other parties. This mechanism not only promotes the sharing of trade union resources and the exchange of information, but also enhances the service ability and political leadership of trade union organizations, and provides solid support for innovation and entrepreneurship in the park. This study explores and practices the trade union work under this new model, analyzes its effects and existing problems in practice, and puts forward further

optimization countermeasures, aiming to provide experience and theoretical support for the trade union organizations of the same type of universities and parks, and further promote the coordinated development of regional social economy.

Led by the trade union, the Science and Technology Park of Shanghai University of Engineering Science and Technology strives to build a trade union co-construction model of "four districts linkage" of Changning Campus, Changning Urban District, Science and Technology Park and Xianxia Community, and forms an innovative multi-dimensional and full-coverage work service mechanism based on the integration of multiple resources of the trade union, and creates a common union of trade unions with the participation of multiple subjects.

As a source of innovative talents and innovative technology, the university provides innovative talents and projects for the industrial park and provides intellectual support for the economic and social development of the entire region. The park is a bridge between the school and the society, a gathering place for resource integration, a gathering place for mass entrepreneurship and innovation, a base for innovation, a nursery for entrepreneurship, and a stage for innovation and entrepreneurship of the majority of trade unions and the masses. The urban community is the foundation for the development of universities and industrial parks, not only providing public services for campuses and parks, but also a space for innovative and entrepreneurial talents to display their talents, a place for trade unions and mass organizations, and a place for trade unions and the masses to care for reality and serve the society.

2. Background and significance of the study

2.1. Research status and trends

Trade union service work has a relatively sound and perfect mechanism in colleges and universities and communities. For example, Wang Yongping mentioned in "Integrating Educational Resources and Building a Linkage Mechanism of Trade Unions and Trade Unions" that it is necessary to establish a long-term mechanism for strengthening and improving the ideological and political education of college students, effectively integrate the educational resources of trade union departments, and form a linkage mechanism, so as to truly achieve the joint management of all departments and effectively promote the development of ideological and political education among college students. Ye Shuguo emphasized in "Multi-party Linkage and Joint Construction of Trade Unions" that it is necessary to enhance the combat effectiveness and cohesion of grass-roots trade union organizations and give full play to the advanced nature of trade unions as the goal, constantly innovate the working mechanism, seek innovation in thinking, survival in operation, wide scope and realistic effectiveness, explore the "three-level five-party linkage and mutual supervision responsibility system" in practice, and build a new working mechanism with clear responsibilities, orderly organization, mutual supervision and strong guarantees, and initially form a new situation of multi-party linkage and joint construction of trade unions [1].

However, in the park where the campus and the community intersect, there is still a lack of a relatively complete and sound service mechanism for the development of trade union service, and the research of this topic provides some experience and reference for the establishment of the trade union service mechanism in the park in the future through the combination of theoretical analysis and empirical analysis.

2.2. The practical and theoretical significance of the study

2.2.1. Practical significance

In the Changning campus, where the park is located, there are more than 1,000 registered enterprises, including more than 400 college students. As a new member of the grassroots organization of the trade union, the enterprises in the park have become a new support for the grassroots organization of the trade union and a new field for the work of the trade union. The park is keen to fully promote the trade union organization to play a political core role by focusing on the introduction and service of innovative and entrepreneurial talents, and use the trade union to drive the work of the United Front, trade unions, youth, women's federations, and customs working committees, so as to promote the common development of the park, and do a good job in all kinds of services and support for mature enterprises, college student start-ups and entrepreneurial incubation project team talents in the park.

2.2.2. Theoretical implications

The park is also keen to pay attention to the effective transition and connection of college students' innovative and entrepreneurial enterprises, trade union activists of business incubation project teams and motivated young people before and after stepping out of the campus and entering the society, new trends of thought and organizational learning and education. This is not only a further extension and expansion of the work of the school trade union, but also an inevitable requirement for the work of the trade union in the industrial park with a university background, and an important starting point and way for college students to start a business and incubate the team to promote their own good development.

3. Main research issues and basic contents

3.1. Main issues

Under the influence of the characteristics of fast staff flow and rapid organizational change in enterprises in the park, there are outstanding problems in the work of trade union organizations, such as low rate of formation of trade union organizations, small coverage of trade unions, large differentiation of various needs of trade unions, weak influence and penetration of trade union organizations. Due to a series of problems, such as the difficulty in playing a role, the work of trade union organization lags behind that of university trade unions and community trade unions, and a complete and systematic trade union organization and service mechanism has not yet been formed [2].

3.2. Basic content

The service mechanism of the trade union organization in the park is realized through the joint realization of "joint construction of organizations, joint management of trade unions, and regional linkage" by Changning Urban District, Changning Campus, Industrial Park, and Xianxia Community. Through the establishment of the "four districts and four associations" trade union service mechanism, highlighting the characteristics of wide coverage and strong penetration, focusing on the organization to drive the individual, the trade union to drive the masses, both the organic combination of points, and the criss-crossing of the area, the formation of an orderly service network, the formation of a unified organization, coordinated operation of the service mechanism.

3.2.1. Organize networking

Organizing networks can strengthen political guidance at the "building gate" of the Changning campus science and technology park, optimize the organizational structure of building trade unions, and establish the park's "general branch" and building management committee with participation from campus, park, and community representatives.

3.2.2. Joint construction of positions

The heads of state-owned enterprises that have settled in the park but are not affiliated with the trade union organization, the heads of the "two new" trade union organizations, the heads of the relevant trade union organizations of the campus, the relevant trade unions of the street administrative trade union organizations, and the trade union representatives of the enterprises in the park will be absorbed into the trade union branch team to jointly build a red front.

3.2.3. Service Alliances

Jointly with the Xianxia Street Community Trade Union Working Committee, major bank trade union organizations, social organization alliances, etc., to carry out joint construction work, service group alliance delivered to the door.

3.2.4. Develop a conspiracy

To further explore and enrich the operation mechanism and role of building trade union organizations, continuously improve the ability of trade union organizations to integrate various resources in the building, lead and promote the development of buildings, and strengthen the political function of building trade unions, the administration is committed to enhancing the effectiveness and influence of trade union activities within the building sector.

The carrier of the work of the "four districts and four associations" trade union in the park is "one home", that is, the park maker trade union center, which also has the functions of the worker member service center, the maker home, the workers' home, the women's small home (mommy hut), the youth exchange center, the warm home of new overseas Chinese, the working committee for caring for the next generation, and the home of representatives[3], build a good trade union family, provide comprehensive, high-quality and intimate services for the trade union and the masses, and strive to meet the pursuit, life needs and cultural desires of the trade union masses.

The Park Maker Trade Union Center has promoted the common development of enterprises and the park.

The park has always been based on the work idea of "trade union work to promote development, innovative work to increase vitality, resource convergence to build a platform, and cohesion to create brilliance", further strengthen the political leadership, ideological leadership, organizational leadership and work leadership of the trade union, promote the sharing of trade union resources, positions, services and information, realize the integration of trade unions, work and feelings, and constantly innovate the "branch +" model, combined with the park's health, artificial intelligence, online new economy, Internet +, cultural and creative industries, and promote the work of trade unions in new fields in the park.

4. Ideas and methods of research

4.1. Research ideas

This study will sort out and sort out the trade union organizations in the enterprises in the park, pay attention to the trade unions, activists, employees, youth, women, intellectuals, returnees from studying abroad, etc., and analyze the current situation of the service mechanism under the "four districts and four joints" trade union work model, and analyze the problems existing in the trade union work service model, trade union work objectives and principle requirements, trade union worker team construction, trade union mass learning and education and organizational life through research, visits, interviews, problem analysis and other forms. Therefore, the feasible countermeasures and measures to further establish and improve the service mechanism of the park under the "four districts and four unions" trade union co-construction model are proposed.

4.2. Research methods

According to the nature and content of this study, this study will combine interdisciplinary and theoretical mutual learning, and mainly adopts the literature analysis method, the empirical analysis method and the interview research method.

4.2.1. Literature analysis

This study will systematically analyze and sort out various statistical data, periodicals, monographs and academic research reports related to the work of trade unions in the park, and compare the results of quantitative analysis with the collected theoretical research results according to the results of literature analysis, so as to form the basic theme and research ideas of this study.

4.2.2. Empirical analysis

Through the study of the data obtained from the actual investigation of the "four districts and four joints" model of the trade union organization in the park, the existing problems are analyzed. This study will use first-hand information from field research to make the arguments of the paper intuitive and convincing.

4.2.3. Interview method

In this study, we will conduct interviews with several trade union workers in the park in carrying out the difficulties encountered in the work of the trade unions and the bottlenecks encountered in the construction of the trade unions, and conduct interviews and surveys on the problems of the trade union organizations in the park, how to combine the business work of the enterprise, give full play to the vanguard and exemplary role of the trade unions, and pay attention to the young women and workers, so as to understand their basic situation and suggestions for the construction of the trade union organizations in the park [4], so as to obtain more comprehensive ideas for solving the problems.

5. Main methods and countermeasures

5.1. Establish a central station jointly built by trade unions

The trade union branch of the park and the school continuing education industry joint trade union, the general branch of the aviation college trade union, the retired working committee, the Xianxia Street working committee and the branch of the police station of Huxi University have jointly

promoted the establishment of a central station for the joint construction of trade unions. This not only enhances the cooperation and exchanges between different trade unions, but also promotes resource sharing and information exchange, and effectively improves the overall efficiency and service quality of trade union work.

On this basis, the central station actively advocates and implements the deep integration of trade union work and united front work. Through the careful organization and implementation of various service projects, the central station is committed to providing a full range of support and services for enterprises, business incubation teams and their trade union members, intellectuals and ordinary employees in the park. These services are designed to promote the professional and personal development of employees, enhance their dedication, stimulate their enthusiasm for work, enhance their sense of value and fulfillment, and more effectively maintain the physical and mental health of employees.

5.2. Create a gas station for learning and upgrading

Maker Trade Union Center, covering an area of 100 square meters, is a place full of trade union atmosphere, complete equipment, elegant and clean environment, aiming to become an important learning base for trade union members to receive education and absorb new knowledge. The center centralizes the activities of the trade unions of the various branches in the park and sets up a learning platform to meet the unique needs of the trade unions in the park [5]. This centralization not only improves the efficiency of resource utilization, but also facilitates the organization and implementation of more systematic and professional education and training activities.

With this facility, unions can flexibly arrange a variety of learning activities, including lectures, seminars, skills training, etc., without worrying about the constraints of space, number of participants and time. In addition, the superiority of this environment also greatly improves the learning experience and participation of union members, so that employees can learn and grow independently in a relaxed and pleasant atmosphere.

5.3. Build convenient and warm service stations

The center is committed to creating a convenient and warm service environment, so that union members can feel convenient and comfortable when obtaining information, handling affairs and participating in activities. To this end, the center has taken a series of innovative measures: first, it has set up a service point for the transfer of trade union relations, which not only simplifies the transfer process of trade union relations, but also allows trade union members in the park to truly feel the immediate support and service of the trade union. Secondly, in order to take care of female employees in the workplace, especially lactating mothers, the center has set up a special "Caring Mommy" hut. This facility provides a private and comfortable environment where they can take care of their babies in between work.

In addition, the center has also opened a special area called "Health Medical Stack" to provide TCM preventive treatment and psychological counseling services. These services not only help employees care about and maintain their own health, but also demonstrate the care and commitment of the union organization to the well-being of employees. Through these measures, union members can more easily receive the necessary support, while also feeling the care and warmth of the union.

5.4. Build a variety of activity stations

Taking into account the characteristics of the members of the two new unions – young, mobile and receptive to new things – the Maker Guild Center has specially designed and introduced a series of

diversified creative activities. These activities include not only health knowledge lectures, social gatherings, etc., but also DIY activities such as sand painting in a bottle, flower arrangement, parent-child education lectures, and small sports meets. Through cooperation with the Women's Federation, the Communist Youth League, the Community Health Service Center and other departments, these activities aim to attract the participation of trade union employees in the park and enhance their sense of belonging and activity in the trade union organization.

These events are designed to meet the interests and needs of young trade unionists, providing a platform for them to relax and expand their social networks after their busy schedules, while also learning practical knowledge and skills. In addition, by organizing such events, the union also hopes to better integrate into the daily life of employees and become an integral part of their lives.

5.5. Provide incubation stations for innovation and entrepreneurship

As one of the first batch of entrepreneurship incubation demonstration bases in Shanghai and a science and technology entrepreneurship practice base for college students, the National University Science and Technology Park of Shanghai University of Engineering Science has become an important position for innovation and entrepreneurship. There are many start-ups with Internet+ as the core in the park, especially a large number of college students' entrepreneurial projects. Based on these characteristics, the Maker Trade Union Center has joined hands with the large-scale business incubation bases in the park to provide a series of services for these small Internet+ enterprises, including professional consulting services such as entrepreneurship policy interpretation, incubation and cultivation projects, and market positioning strategies [6].

These services are designed to promote the common development of large, medium and small enterprises, accelerate the maturity and marketization of entrepreneurial projects, and form a complete industrial chain. By providing these targeted supports, the park not only helps businesses grow rapidly, but also promotes economic prosperity and social contributions to the entire community. The Maker Guild Center acts as a bridge and catalyst in this process, providing the necessary support and guidance for entrepreneurs by integrating resources and optimizing services.

5.6. Construction of radiation stations led by trade unions

Adhering to the principle of trade union leadership, the Maker Trade Union Center promotes collaborative cooperation with organizations such as the United Front, the Communist Youth League, the Women's Federation, and the Customs Working Committee. This center is not only the initiation point of various trade union work, but also an important window for representatives of trade unions, people's congress deputies and CPPCC members in urban areas to contact enterprises, understand people's conditions, and solve people's worries. By providing such a platform, the trade union center effectively integrates policy guidance, social services and the needs of the masses, and enhances the role of trade unions in social governance.

As a platform for centralized display and service, the Maker Trade Union Center has continuously innovated service methods, expanded service channels, and carried out a series of centralized publicity activities. These activities not only strengthened the public's understanding and support for the work of the trade unions, but also strengthened the ties between the trade unions and the community residents, and increased the transparency and public participation of the trade unions' work. In this way, the trade union center becomes a center that radiates the community, leading and promoting social harmony and development.

5.7. Build a publicity station for brand display

The Maker Trade Union Center makes full use of its advantages as an external display platform, actively uses the publicity resources of the trade union position, and effectively displays the service work and activities of the trade union to the outside world. Through the regular push of the park's WeChat official account and the "Maker Union" column on the park's official website, the center has not only successfully expanded the coverage of trade union organizations and activities, but also enhanced the public's awareness and participation in trade union services.

This systematic brand promotion strategy strengthens the work awareness of trade union members internally, and enhances the influence and cohesion of trade union organizations externally. Through continuous information updates and content optimization, the Trade Union Center ensures that the information is disseminated in a timely and attractive manner, while also providing opportunities for target groups inside and outside the park to contact and learn about the work of the trade unions. This will not only help enhance the public image of the trade unions, but also create favorable conditions for promoting the in-depth development of the trade unions' work.

6. Conclusion

Through the research and practice of this topic, we will promote the organization to play the core role of the trade union, use the trade union to drive the work of the United Front, the trade union, the youth, the women's federation, the work committee, promote the common development of the park, and do a good job in the various services and support of mature enterprises, college student start-ups and business incubation project team talents in the park, so as to provide examples and references for how to effectively carry out trade union work and establish an effective linkage service mechanism in the trade union organizations with the background of universities and parks in the future.

References

- [1] Xiaolin Lin. *Research and analysis on improving the management mechanism of trade unions and strengthening the ability to perform duties*[J]. *China Storage and Transportation*. 2020(11):153-154.
- [2] Chun Cheng. *Innovate the organization mechanism and working system of trade unions in the free trade zone*[J]. *China Labor Movement*. 2020(11):63.
- [3] Meina Cui, Zhu Shu. *Research on the Innovation and Development of the Working Mechanism of Party Building Leading Colleges and Universities under the Perspective of Improving Organizational Power*[J]. *Shandong Trade Union Forum*. 2022,28(03):39-48.
- [4] Guohui Hu. *Research on the synergistic mechanism between trade union organization and workers' ideological and political education*[J]. *Modern enterprise culture*. 2023(34):77-80.
- [5] Jiangming Du. *Analysis of how grassroots trade union organizations can help the high-quality development of state-owned enterprises*[J]. *XPCC Labor Movement*. 2024(01):31-32.
- [6] Guangming Dai. *Constructing a comprehensive and standardized fund collection mechanism to consolidate the economic foundation of trade union organizations*[J]. *China Trade Union Finance and Accounting*. 2021(01):13-14.