

EXPLORING THE PATH OF VALUE NETWORK EMPOWERING THE TRANSFORMATION OF UNIVERSITY TEACHING EVALUATION

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Abstract: Aiming at the problems of single subject, unreasonable standards and inefficient feedback in Guangzhou colleges and universities teaching quality evaluation, this study introduces the value network innovation theory of Internet enterprises. The logical approach includes analyzing the logic of value network construction, interpreting existing problems, reconstructing the evaluation system, exploring resource pool construction and coordination mechanism; the path analysis emphasizes the value network construction to improve quality, user value development as the orientation, and value network realization as the goal, and promotes reform in stages; the countermeasures and suggestions involve strengthening policy guidance, promoting industry-university-research cooperation, strengthening technological innovation, establishing incentive mechanisms, and promoting experience, which will help Guangzhou build a strong education city and provide reference for regional education development.

Keywords: Value network; University teaching evaluation; Path exploration

1 INTRODUCTION

In response to the current problems in the teaching quality evaluation of colleges and universities, such as the single evaluation subject, the lack of rationality in the evaluation standards, the teacher-centered evaluation, the neglect of student needs, the low effectiveness of teaching quality evaluation, the unreasonable feedback mechanism, and the poor timeliness of evaluation result feedback, this paper aims to break the boundaries of traditional educational research, introduce the Internet enterprise value network innovation theory into the research on teaching quality evaluation and resource pool construction in colleges and universities, solve the existing problems in teaching evaluation and resource allocation in Guangzhou colleges and universities, and explore the path of building an education-strong city that fits the local industrial characteristics.

2 LOGICAL APPROACH

2.1 Analysis of the Logic of Teaching Evaluation and Resource Pool Construction in Guangzhou Universities Based on Value Network Theory

The actor network theory is introduced to regard the teaching quality evaluation and resource pool construction of Guangzhou universities as a dynamic value network system [1]. The role positioning of universities, teachers, students, enterprises, social institutions and other subjects in the network [2], as well as the flow and interaction of teaching resources, evaluation data, policy support and other elements are analyzed to explore the formation, construction and transformation status of the value network [3]. Combined with the experience of Internet companies in achieving product innovation through value networks, the uniqueness and potential advantages of value network construction in the education field of Guangzhou universities are analyzed to clarify the key role of digital transformation in value network optimization.

2.2 Interpretation of the Existing Problems of Teaching Quality Evaluation in Guangzhou Universities from the Perspective of Value Network

Re-examine the existing problems of teaching evaluation in Guangzhou universities from the perspective of value network. Analyze the problems such as the lack of network nodes caused by the single evaluation subject, the poor value transmission caused by the imperfect evaluation index system, the inefficient network interaction caused by the traditional evaluation method, and the shallow value mining caused by the insufficient data application [4]. Learn from the ideas of Internet companies to solve the coordination problems in the construction of value network, find out the bottleneck factors that restrict the digital transformation of teaching quality evaluation in Guangzhou universities and the coordinated development of value network, and highlight the necessity of reform.

2.3 Reconstruction of the Teaching Quality Evaluation System of Guangzhou Universities with Value Network Realization as the Core

Reference to the core position of value network realization in product innovation of Internet enterprises, and construct a

multi-cooperative teaching quality evaluation system of Guangzhou universities. Expand the evaluation subjects, include enterprises, industry associations, alumni, etc. into the evaluation network [5], and form a multi-node collaborative evaluation model; optimize the evaluation indicators, and design a dynamically adjusted indicator system around the underlying platform support (such as digital teaching facilities, evaluation systems), user value development (student ability improvement, teacher professional development), and value network realization (resource sharing and synergy between various subjects [5, 6]; innovate the evaluation method, use big data, artificial intelligence and other technologies to realize the real-time collection and intelligent analysis of evaluation data, promote the networking and intelligence of the evaluation process, and make the teaching quality evaluation an important link in the interaction and value creation of various subjects in the value network.

2.4 Construction Path of Guangzhou College Education Resource Pool under the Internet Enterprise Resource Integration Model

Drawing on the experience of Internet enterprises in integrating resources to build underlying platforms to support product innovation, explore the construction path of Guangzhou college education resource pool. Use digital technology to integrate course resources, teaching staff, scientific research results, training bases, etc., to create an underlying platform for sharing college education resources [7]. Establish a sharing mechanism for resource pools, clarify the rights and obligations of each subject in resource contribution, acquisition and use; design incentive mechanisms to give policy preferences, honorary awards, etc. to subjects who actively participate in resource co-construction and sharing; improve security mechanisms to ensure copyright protection and data security of resources [8]. Through the construction of resource pools, promote the complementary advantages among Guangzhou colleges and universities, form a resource synergy effect similar to that in the value network of Internet enterprises, and provide strong support for improving teaching quality.

2.5 The Value Network Linkage Mechanism of the Collaborative Development of Teaching Quality Evaluation and Resource Pool

In-depth research on the intrinsic connection between teaching quality evaluation and educational resource pool, and the construction of a collaborative development mechanism based on value network. With the realization of value network as the goal, the construction of resource pool is optimized through feedback from teaching quality evaluation, such as adjusting the direction of resource allocation and optimizing the resource allocation structure according to the evaluation results; adjusting the teaching quality evaluation standards and methods according to the dynamic update of the resource pool, such as using new resources to enrich the evaluation dimensions and improve the evaluation methods. Promote the flow of information, resource sharing and collaborative interaction between the two, and form a virtuous cycle similar to the mutual promotion and spiral rise of various elements in product innovation of Internet companies [9], promote the overall improvement of the education and teaching level of Guangzhou universities, and help build a strong city of education.

3 PATH ANALYSIS

3.1 Value Network Construction is the Key Path to Improve the Teaching Quality of Guangzhou Universities

Drawing on the successful experience of Internet companies in achieving product innovation through value networks, the teaching quality evaluation and resource pool construction of Guangzhou universities are incorporated into the value network system [10]. Each subject and element is like a node and connection in the value network. Only through effective collaboration and interaction can we achieve the optimal allocation of teaching resources, accurate evaluation of teaching quality and maximum creation of educational value, thereby improving the teaching quality of universities and promoting the construction of a strong education city.

3.2 User Value Development is the Core Orientation of Teaching Quality Evaluation and Resource Pool Construction

Similar to the fact that Internet companies take user value development as an important factor in product innovation, in the field of higher education in Guangzhou, whether it is teaching quality evaluation or resource pool construction, user value development such as student learning growth and teacher professional development should be taken as the core orientation [11]. Taking meeting user needs as the starting point and foothold [12], optimize the evaluation system and resource allocation to ensure that teaching activities can effectively enhance user value and enhance the attractiveness and competitiveness of higher education.

3.3 The Realization of Value Network is the Core Goal of the Coordinated Development of Teaching Quality Evaluation and Resource Pool

The core position of value network realization in the coordinated development of teaching quality evaluation and resource pool is emphasized, just like the key role of value network realization in product innovation of Internet

enterprises. By building a multi-faceted and collaborative value network, we can promote the deep integration and collaborative progress between teaching quality evaluation and resource pool, realize resource sharing, information exchange and collaborative innovation among various subjects [13], promote the continuous optimization and upgrading of Guangzhou higher education value network, and help achieve the goal of strengthening education city.

3.4 The Innovation Stage Theory can Provide Stage Guidance for the Education Reform of Guangzhou Universities

Referring to the theory that Chinese Internet companies' innovation has gone through three stages: investment, application, and diffusion, the reform process of Guangzhou universities' teaching quality evaluation and resource pool construction is matched with it [14]. In the investment stage, increase policy, financial and technical input; in the application stage, actively promote new evaluation systems and resource sharing models; in the diffusion stage, realize the wide dissemination and radiation of education reform results in the region [15], and promote the construction of Guangzhou universities into a strong city of education in stages and steps.

4 COUNTERMEASURES AND SUGGESTIONS

4.1 Strengthen Policy Guidance and Build an Educational Value Network Ecology

The Guangzhou Municipal Government should introduce special policies to encourage universities, enterprises, social institutions and other entities to participate in the construction of the educational value network. Set up special funds to support the construction of the educational value network platform, the development of the teaching quality evaluation system and the construction of the educational resource pool. Formulate relevant standards and specifications to promote information sharing and collaborative cooperation among various entities, create a good educational value network ecological environment, and provide policy guarantees and financial support for the teaching quality evaluation and resource pool construction of Guangzhou universities.

4.2 Promote Industry-University-Research Cooperation and Expand Value Network Nodes

Learn from the model of Internet companies and multi-party cooperation to expand the value network, and strengthen the cooperation between Guangzhou universities and local technology companies, industry associations, and scientific research institutions. Encourage enterprises to participate in the evaluation of university teaching quality, provide industry needs and practice standards; promote universities and enterprises to jointly build training bases and jointly carry out scientific research projects, and introduce enterprise resources into the education resource pool. Through industry-university-research cooperation, expand the nodes of the education value network, enrich the evaluation subjects and education resources, and improve the fit between university education and industry needs.

4.3 Strengthen Technological Innovation and Optimize Value Network Connections

Encourage universities and technology companies to cooperate in digital technology innovation and develop intelligent platforms suitable for teaching quality evaluation and resource pool management. Use technologies such as big data, artificial intelligence, and blockchain to achieve real-time collection, intelligent analysis, and precise matching of teaching data, and optimize the connection and interaction between nodes in the value network. For example, use blockchain technology to protect the copyright and data security of educational resources, and use artificial intelligence algorithms to achieve automation and intelligence in teaching quality evaluation, thereby improving the operating efficiency and synergy of the education value network.

4.4 Establish an Incentive Mechanism to Promote Value Network Collaboration

Reference to the method of Internet companies to incentivize value network subject collaboration, establish an incentive mechanism for Guangzhou colleges and universities' education value network. Reward the subjects who actively participate in teaching quality evaluation, contribute high-quality educational resources, and promote resource sharing and collaborative cooperation, such as honorary awards, financial subsidies, and policy preferences. Establish teaching quality evaluation innovation awards, education resource co-construction and sharing awards, etc., to stimulate the enthusiasm and initiative of various subjects to participate in the construction of value networks, promote the collaborative progress of various nodes in the education value network, and promote the coordinated development of teaching quality evaluation and resource pool construction.

4.5 Focus on Experience Promotion and Realize Value Network Diffusion

Summarize the successful experience and typical cases of Guangzhou universities in teaching quality evaluation and resource pool construction, and strengthen exchanges and cooperation with universities in other cities in the Guangdong-Hong Kong-Macao Greater Bay Area through holding seminars, forums, and achievement exhibitions. Promote the promotion and application of educational reform results of Guangzhou universities in the region, promote cross-regional coordination and diffusion of educational value networks, enhance the influence and radiation of

Guangzhou universities in the field of education in the Greater Bay Area, jointly promote high-quality development of regional education, and help build Guangzhou into a strong educational city.

COMPETING INTERESTS

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