

Analysis of the Construction Path of Industrial Colleges in Higher Vocational Colleges from the Perspective of Brand Value Co-creation

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Abstract: The development of higher vocational colleges has always received widespread attention from academic and practical circles, and how to improve the brand value of higher vocational colleges and optimize the construction of their industrial colleges has always been a hot topic. This article aims to conduct an in-depth study on the construction of industrial colleges in higher vocational colleges through literature analysis and field research from the perspective of brand co-creation. Exploring the path for the construction of industrial colleges in higher vocational colleges from the aspects of strengthening school-enterprise cooperation, integrating resources, and improving mechanism construction aims to provide reference and guidance for optimizing the construction of industrial colleges in higher vocational colleges.

1. Introduction

Industrial college is an organizational practice guided by the concept of integrating industry and education. The experience of many countries and regions around the world in the practical exploration of the integration of industry and education fully illustrates the inclusiveness of the concept of integration of industry and education, and my country's industrial colleges are also a new type of organization for the integration of industry and education that is different from other countries. As a new thing, there is no authoritative explanation of the concept of industrial college. Currently, most of the discussions on its definition in academic circles have different approaches but similar results. With the success of industrial college practice, its organizational model has gradually spread to local higher vocational colleges. This article uses the methods of literature analysis and field investigation to conduct an in-depth study of the construction of industrial colleges in higher vocational colleges, collects relevant academic literature and research reports,

and summarizes and summarizes the theory and practice of the construction of industrial colleges in higher vocational colleges. At the same time, through communication and interviews with relevant teachers, students, and corporate partners in higher vocational colleges, and understand the construction status and existing problems of industrial colleges in higher vocational colleges, and then propose solutions to the design and implementation of the path for the construction of industrial colleges in higher vocational colleges to achieve optimal construction goals [1].

2. Factors Affecting the Construction of Industrial Colleges

The first is enterprise cooperation. Vocational colleges should focus on cooperation with enterprises, establish close industrial college alliances, and jointly participate in cooperation in teaching, scientific research, and talent training. Cooperation with enterprises can effectively improve the practical teaching level of higher vocational colleges. By establishing cooperative relationships with enterprises, higher vocational colleges can provide students with practical opportunities to connect with the actual work environment, so that students can better master practical skills and applied knowledge. At the same time, companies can provide practical teaching venues and equipment for higher vocational colleges, provide practical problems and cases, and help students apply theoretical knowledge to practical work. When higher vocational colleges cooperate with enterprises to carry out scientific research projects, they can jointly face practical problems and carry out cutting-edge research, thereby promoting the output of scientific research results. At the same time, enterprises can provide practical problems and needs to help the scientific research results of higher vocational colleges be better transformed into practical applications, providing support for enterprises to solve problems and improve competitiveness. The cooperation between higher vocational colleges and enterprises can establish a talent training model of school-enterprise cooperation. Through the participation and guidance of enterprises, students will have more opportunities to contact and practice with enterprises while in school. Cultivate high-quality people with practical ability and innovative spirit. At the same time, companies can also provide employment opportunities and practical positions to provide students with better employment and development opportunities [2].

The second is cooperation with local governments. Local governments have certain advantages in resources and policy support and can provide necessary support and guarantees for higher vocational colleges. First, working with local governments can maximize the use of government resources and policy support. Local governments have abundant resources and power and can provide support in terms of funds, land, equipment, etc. to higher vocational colleges and help higher vocational colleges improve their school running conditions. In addition, local governments can also provide development space and opportunities for industrial colleges in higher vocational colleges by formulating relevant policies and plans. Therefore, establishing a close cooperative relationship with local governments can make better use of government resources and policy support to promote the construction and development of industrial colleges. Secondly, cooperation with local governments can increase the social influence and recognition of industrial colleges. The local government has high authority and recognition in the region. Cooperation with the local government can use the government's reputation and influence to enhance the visibility and reputation of the industrial college. With the support of the local government, the Industrial College can better cooperate with enterprises and all sectors of society, strengthen school-enterprise cooperation, promote the training and exchange of talents, and enhance the influence and competitiveness of the Industrial College [3].

The third is the construction of teaching staff. Vocational colleges should pay attention to cultivating teachers' teaching abilities and professional qualities, provide training and further

education opportunities to improve their teaching level and professional knowledge; build a multidisciplinary and cross-field teaching team [4].

Thereby promoting the cross-integration and innovation between different disciplines and providing students with a wider range of knowledge and ability training; higher vocational colleges should establish a complete teaching staff management mechanism by hiring high-quality teachers and establishing scientific incentive mechanisms and evaluation system to improve the enthusiasm and execution of teachers [5].

The fourth is innovation and entrepreneurship education. Vocational colleges should actively carry out innovation and entrepreneurship education, provide students with a full range of practical opportunities and support for innovation and entrepreneurship, and cultivate talents with innovative spirit and practical ability. Innovation and entrepreneurship education can help students cultivate innovative thinking and entrepreneurial awareness and provide practical opportunities so that they can apply theoretical knowledge to practical situations [6]. Teachers can teach relevant knowledge and skills through case analysis, team projects, and entrepreneurial training. At the same time, schools can also invite professionals and entrepreneurial mentors to give lectures and guidance to provide students with practical guidance and entrepreneurial resources. In addition, higher vocational colleges should cooperate with enterprises and social resources to provide students with opportunities and platforms for innovation and entrepreneurship. Schools can establish cooperative relationships with enterprises and open innovation and entrepreneurship training bases so that students can participate in real entrepreneurial projects and practical activities. At the same time, schools can also organize innovation and entrepreneurship competitions and entrepreneurial practice activities, and provide resource support such as funds, talent, and markets. Finally, higher vocational colleges should also evaluate and improve the effectiveness of innovation and entrepreneurship education. Schools can evaluate the effectiveness of education through indicators such as students' innovative achievements, successful entrepreneurial cases, and employment situations, and carry out teaching reform and management optimization based on the evaluation results.

3. Path for the Construction of Industrial Colleges

First, higher vocational colleges cooperate with enterprises and local governments. Through cooperation with enterprises and local governments, higher vocational colleges can make full use of external resources to promote the construction and development of industrial colleges. Cooperation with enterprises can help higher vocational colleges better understand the actual needs of various industries and adjust teaching content and training goals according to needs. Both parties can jointly participate in cooperation in teaching, scientific research and talent training, and jointly carry out project research and practical activities to improve students' practical abilities and employment competitiveness. Vocational colleges can establish industrial college alliances with enterprises to increase the college's visibility and influence through joint brand building and promotion, and enhance the effect of brand co-creation; local governments have abundant resources and policy support and can provide important support for the construction of industrial colleges in higher vocational colleges. Vocational colleges can cooperate with local governments and use government resources and policy support to promote the construction and development of industrial colleges. The two parties can work closely in terms of capital investment, policy support, and project promotion to jointly build the brand image of industrial colleges and improve the brand value and local influence of higher vocational colleges. By strengthening cooperation, external resources can be fully utilized to improve the construction level and brand co-creation effect of industrial colleges in higher vocational colleges. Vocational colleges should focus on collaboration, form synergies,

integrate resources, establish a sound industrial college construction mechanism and management system, strengthen talent training and innovation and entrepreneurship education, and cultivate high-quality talents with practical ability and innovative spirit. Through these measures, the construction of industrial colleges can be further optimized and contribute to the development and construction of higher vocational colleges.

The second is resource integration and management system construction. In the construction of industrial colleges in higher vocational colleges, resource integration is an essential part. This process requires the integration of resources between higher vocational colleges, enterprises, and local governments to form a joint force to promote the construction and development of industrial colleges. Resource integration can involve human resources, financial resources, and government resources. Vocational colleges need to integrate their own human resources. This includes a professional team with experience in industrial college construction and management, as well as highly qualified teachers with innovative spirit and practical ability. Vocational colleges should actively introduce and cultivate professionals in related fields and improve teachers' teaching level and professionalism. In addition, higher vocational colleges can also cooperate with enterprises and invite enterprise experts to teach in schools or serve as part-time teachers to improve the practicality of teaching and the connection with enterprises; secondly, higher vocational colleges need to integrate financial resources. The construction of industrial colleges requires a large amount of capital investment, including investments in hardware facility construction, teacher training, practical teaching, and scientific research. Higher vocational colleges can establish industry-university research bases through cooperation with enterprises, with enterprises providing financial support and equipment and facilities, while higher vocational colleges provide relevant teaching and research resources. In addition, higher vocational colleges can also apply for relevant scientific research projects and government funds to support the construction and development of industrial colleges; finally, higher vocational colleges need to establish a sound management system. This includes establishing the organizational structure and division of responsibilities of the industrial college, and clarifying the responsibilities and authority boundaries of each department and position. Vocational colleges should also establish scientific performance evaluation and incentive mechanisms to stimulate the enthusiasm and creativity of teachers and managers. In addition, higher vocational colleges can also learn from the management experience of enterprises and introduce modern enterprise management concepts and methods to improve management levels.

The third is talent training and innovation and entrepreneurship education. Vocational colleges should pay attention to the construction of teaching staff, cultivate high-quality teachers, and improve teachers' teaching level and professionalism to better provide students with high-quality education and training; secondly, higher vocational colleges should actively carry out innovation and entrepreneurship education. Provide students with a full range of practical opportunities and support for innovation and entrepreneurship, and cultivate their practical abilities and innovative spirit. Students' innovative consciousness and entrepreneurial ability can be stimulated by offering practical courses on innovation and entrepreneurship, organizing entrepreneurship training camps, etc.; in addition, higher vocational colleges can cooperate with enterprises to establish close industrial college alliances and jointly participate in cooperation in teaching, scientific research and talent training. Through cooperation with enterprises, students can be exposed to real working environments, understand industry needs in advance, and have the opportunity to participate in actual projects to cultivate their practical abilities and adaptability; finally, higher vocational colleges can use government resources and policy support to promote the construction and development of industrial colleges. Through cooperation with local governments, more resources and support can be obtained to provide students with a better education and training environment.

4. Conclusion

This paper explores the factors affecting the construction of industrial colleges from the perspective of brand value co-creation. The research results show that higher vocational colleges need to clarify their own brand positioning and goals, and form close cooperative relationships with enterprises and local governments. Strengthening the construction of teaching staff, carrying out innovation and entrepreneurship education, and integrating resources are also important aspects of optimizing the construction of industrial colleges. In addition, this study also proposes a path for the construction of industrial colleges in higher vocational colleges, including strengthening collaboration, establishing a sound management system, and cultivating high-quality talents. These conclusions provide reference and guidance for optimizing the construction of industrial colleges in higher vocational colleges, and hope to contribute to the development and construction of higher vocational colleges.

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