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INNOVATION MANAGEMENT IN THE EDUCATIONAL INSTITUTIONS OF CHINESE ENTERPRISES

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Abstract

This paper explores the development of innovation management in corporate educational institutions. In the context of globalisation and the era of the digital economy, the intensification of inter-firm competition highlights the importance of innovation as a driver of economic growth and social progress. To enhance their core competitiveness amidst rapid market and technological changes, enterprises must prioritise talent cultivation and development. On the one hand, the innovation management of Chinese corporate education institutions is still affected by national policies and market demands, and they need to face the challenges of traditional institutional constraints, insufficient teacher quality, lagging curriculum content, and slow reform of the assessment system in order to promote their healthy development. On the other hand corporate educational institutions play a crucial role in promoting corporate innovation and development by providing the necessary knowledge, technology and human resources to support corporate innovation, as well as job training and lifelong learning services. This paper outlines the introduction of innovation management in corporate educational institutions, while analysing the vital importance of innovation management to the development and competitiveness of corporate educational institutions, and the practical application of innovation management in corporate educational institutions. Currently, corporate educational institutions are facing challenges in teaching management and quality improvement, and deepening innovation management is the key to the sustainable development of corporate educational institutions through the study of innovation management in corporate educational institutions to make its effectiveness and contribution to corporate innovation.

Keywords: Innovation management, Chinese enterprises, Educational institutions

Introduction Meaning of innovation management in corporate educational institutions

As a key means of building a learning organisation, enterprise education plays an important role in the sustainable development and competitiveness of enterprises. Organizations must develop ambidextrous capabilities – simultaneously exploiting existing competencies while exploring new opportunities – to sustain competitive advantage over time (O'Reilly Iii, C. A et al., 2008). In other words, we need disruptive innovation (Hand, D.B., 2008). With the globalisation of the economy and the rapid development of science and technology, enterprises are faced with fierce market competition and changing working environments, which require them to innovate continuously in order to adapt to these changes. In today's rapidly evolving technological landscape, leveraging digital platforms is critical for effective employee training and development programs... These platforms not only facilitate access to up-to-date information but also allow for personalized learning experiences that can significantly enhance skill acquisition and job performance among employees (Imran, F et al., 2021). Creative leadership positively impacts innovation behavior, and this relationship is

further strengthened under conditions of high knowledge sharing. Specifically, organizations that promote open communication channels, encourage collaborative problem-solving, and facilitate the exchange of diverse perspectives are more likely to witness higher levels of innovation due to enhanced creative processes facilitated by their leaders (Lee, A et al., 2020). Corporate educational institutions play a crucial role in this process by providing the necessary knowledge, technology and human resources to support corporate innovation through the provision of job training and lifelong learning services. A creative leadership style, combined with a supportive innovation climate, fosters an environment conducive to innovation behavior, particularly when augmented by active knowledge sharing practices. In such settings, individuals feel empowered to contribute novel ideas and solutions, which is essential for driving continuous improvement and innovation within educational frameworks (Ye, P et al., 2022).

However, there are many challenges in teaching management and quality improvement in current corporate educational institutions, such as formalism and irregular management, which limit the effectiveness of corporate educational institutions and affect their contribution to corporate innovation. It is important to explore and construct a framework for assessing the innovation management of corporate educational institutions that is suitable for China's national conditions, and to develop effective teaching quality improvement strategies in order to promote the high-quality development of corporate educational institutions.

The Importance of Innovation Management in corporate educational institutions

Enterprise education is an important part of building a learning society

Enterprises need to continuously learn and change in order to stay competitive and innovative. Since Peter M. Senge proposed the theory of learning organization in the 1990s, the theory has become popular all over the world. Peter M. Senge believes that 'learning organization refers to an organization that aims to cultivate the organization's continuous learning ability and comprehensive organizational performance that is higher than the performance of the individual, and builds an organic, flexible, flat and humane organization for continuous development by creating an organizational learning atmosphere and giving full play to the knowledge and innovation ability of the employees. Knowledge innovation ability and establish a kind of organic flexible flat human nature of the continuous development of the organization. With the development of society and the refined division of labor in the market, enterprise education institutions have the function of providing job training and lifelong learning services for enterprise employees and are committed to creating a learning organization. Enterprise innovation and development drive needs to be driven by technological innovation drive and management innovation drive, the key to both technological innovation drive and management innovation drive lies in people, and at present, higher education that mainly cultivates talents is lagging behind the needs of innovation drive in the intelligent era (Qian Jin, 2017). Enterprise education is characterized by a high degree of combination of theory and practice, which effectively makes up for the shortcomings of school education that 'focuses on theory but is light on practice', and is an important part of China's vocational education, and is the main carrier of lifelong education for members of the society after completing school education. Lifelong education refers to providing individuals with opportunities to participate in organized learning throughout their lives (Hou Huaiyin, 2020). Lifelong learning for adults after qualification is mainly focused on career development. Modern enterprise education is oriented to carry out vocational quality and ability training and emphasizes and focuses on the concept of lifelong learning for employees in practical work (Jiang Huiqin, 2017), which is an important part of the lifelong education system.

Innovations management in corporate education institutions provide important support for enterprise development

China encourages enterprises to participate in vocational education, and ‘school-enterprise cooperation’ is the most common model. However, in practice, the capacity and resources provided by universities do not meet the needs of enterprises, and there is insufficient incentive for enterprises to participate (MaYonghong et al., 2018). In encouraging ‘enterprise-led’ vocational education, enterprise education needs to explore new models. In today's world, there is a new pattern of change, the world economy is in the doldrums, the size of the global market is gradually decreasing, and the drive of the international economic cycle is obviously weakening, while the development of a new round of scientific and technological revolution and industrial change has opened up a new space for enterprise innovation. China's economic development has been characterized by poor internal circulation of the production system and disconnection between supply and demand, and the demand for enterprise innovation has become more urgent. Enterprise innovation cannot be separated from enterprise education, which provides knowledge accumulation, technical training, human resources, enterprise culture and other conditions for enterprise innovation. Excellent enterprise education is the cornerstone of enterprise innovation. In the era of knowledge economy, the speed of knowledge turnover is fast, and enterprise employees need to regularly update their knowledge system; the development of the economy requires that enterprises face development and transformation and put forward higher requirements for the original positions. The needs of society and enterprises for talents have changed from single-skilled and academic to high-skilled.

Innovative Transformation in Enterprise Education Management for Enhanced Competitiveness

The traditional enterprise training center focuses on operational training before starting work, which is no longer able to meet the needs of rapid social and economic development. The connotation of enterprise education is no longer limited to the training of assembly line operators, but needs to further encourage, cultivate, and give full play to the thinking vitality and innovative creativity of the enterprise staff, so as to achieve the enhancement of enterprise competitiveness through the improvement of the quality of personnel. With the development of the refined division of labor in society, enterprise education has become an important trend in the development of enterprise education by separating it from the training system and developing it professionally, scientifically, and organizationally. Enterprise education institutions carry out planned, organized and feedback education with the concept of talent cultivation in colleges and universities, which, on the one hand, meets the needs of enterprises for talent cultivation (He Fengxia, 2020), and is an innovative mode and practice carrier of enterprise education. On the other hand, the development of enterprise education institutions also provides a new realization path for enterprises to participate in vocational education and enriches the mode of industry-education integration.

Overview of Innovation Management in Educational Institutions of Chinese Enterprises

The innovation management of Chinese corporate educational institutions is often closely related to national policies and market demand, and focuses on promoting technological innovation and talent cultivation under the national innovation-driven development strategy. Chinese corporate educational institutions may face more institutional and mechanical constraints in innovation management than foreign institutions, which may have obvious differences in innovation culture and environment building.

1. Traditional institutional constraints

Many Chinese educational institutions are constrained by traditional institutions, such as strict hierarchical structures and rigid decision-making processes, which may make it difficult for innovative ideas to be quickly transformed into practical actions, hindering the efficiency and effectiveness of innovation management. China has made remarkable achievements in the field of science, technology and innovation, but there are still several structural barriers, one of which is a series of problems caused by a weak institutional framework. They highlight that over-centralised decision-making structures and complex bureaucratic processes constitute a major challenge in the innovation process (Rodríguez-Pose, A et al., 2020)

2. The problem of weak teachers

The impact of China's central government-funded teacher education (CGFTE) policy on the motivation of preparatory teachers to choose a career in education. The study noted that the CGFTE policy attracted high school graduates with higher intrinsic motivation to enrol in teacher training programmes, but appeared to be ineffective in increasing their intrinsic motivation to make career choices (Liu, Y,2023). Highly qualified and innovative teachers are the core competence of educational institutions. However, attracting and retaining top faculty, especially those who excel in both research and teaching, is a difficult task for Chinese business education institutions.

3. Outdated curriculum content

The curricula of some educational institutions lag behind the needs of industrial development and fail to reflect the latest industry trends and vocational skills standards in a timely manner, resulting in a disconnect between the knowledge and skills of graduates and the market demand, which reduces the return on investment in education. In addition, educators have deficiencies in awareness and competence, which are manifested in single teaching methods and poor teaching results (Zhou, R et al.,2024).

4. Slow reform of the assessment system

The traditional education assessment system focuses on memorised learning and test scores, while neglecting the assessment of critical thinking, creative problem solving and practical skills, which is not conducive to the comprehensive measurement of students' comprehensive literacy and innovation ability. The current assessment system in Chinese schools still focuses primarily on traditional examination methods, which may not adequately capture the development of students' critical thinking skills (Tan, C. 2020).

Development of Innovation Management in in corporate educational institutions

Comparative Analysis of Global Innovation Management in Corporate Educational Institutions with Focus on Sustainability.

Corporate educational institutions are educational institutions that originated in the United States and matured abroad, and the corporate university, as a typical product of capitalism, must be deconstructed in order to decentralize global knowledge creation itself (Chatterjee, S. 2022). It is to serve the enterprise development strategy as the core, to establish an optimal knowledge management organization, to achieve the goal of enhancing the core competitiveness of enterprises and sustainable development of enterprises, reflecting the two attributes of 'enterprise' and 'school'. Overseas enterprise education institutions advocate economy and efficiency, and the education and training concept focuses on 'less but better', serves a small number of elites, and cultivates potential personnel. In China, where public ownership is the mainstay of the country, employees work in enterprises for a long time, from graduation to retirement, and the education and training concept focuses on 'more and more',

providing suitable education and training for all employees to ensure that each employee can keep up with the development of the times.

Navigating the Unique Path to Excellence: Challenges and Trends in Chinese Corporate Educational Institutions

Due to the different national conditions and education systems at home and abroad, it is not possible to copy the development mode of foreign enterprise education institutions completely. In the practice of development, Chinese corporate education institutions have the functions of providing job training, updating the knowledge system of employees, carrying out corporate knowledge management, and serving the lifelong learning of employees. Most of Chinese corporate education institutions are at the primary stage of development and exploration, and there are fewer education and management institutions that meet the substantive connotation of corporate education institutions, with the phenomena of formalization, low efficiency, and poor results. Teaching management is the fundamental role of enterprise education institutions, and teaching quality is the core element of the development of enterprise education institutions, which is related to the healthy development of enterprise education institutions.

Redefining Teaching Quality: Strategies for Enhancing Educational Excellence in Chinese Enterprise Education Institutions

Chinese enterprise education institutions as a kind of vocational education, how to build the analysis framework of teaching quality and develop teaching quality improvement strategy. The educational role of enterprise education institutions, there are two levels, one is the basic role, to meet the needs of the enterprise job training, improve the professional quality and ability of employees, serve the strategic development of the enterprise, and enhance the competitiveness of the enterprise market; the second is the advanced role, the enterprise education institutions through planned and organized services for the lifelong learning of the enterprise employees, and to cultivate high-quality technical and skilled personnel for the society. This study mainly focuses on the higher vocational education perspective, selects student satisfaction as the evaluation standard of teaching quality, and studies the deficiencies and proposes the improvement strategies of various aspects of teaching management in enterprise education institutions. Teaching management consists of three basic links: teaching plan management, teaching organization management and teaching quality management, and the teaching management of enterprise universities has certain special characteristics. Reflected in the teaching object for working adults, teaching with openness, flexibility, continuity characteristics. Around the high-quality development of enterprise education institutions, it is necessary to explore the establishment of teaching quality assessment indexes for enterprise education institutions suitable for China's national conditions and characteristics of the education system, to ensure the sound development of enterprise education institutions.

Conclusion

The results indicate the growing importance of innovation management in corporate educational institutions, with a key role in promoting the competitiveness and sustainable development of enterprises. However, in the era of globalization and the digital economy, enterprises are faced with fierce market competition and rapidly changing technological environments, prompting them to continuously innovate to adapt to these changes. As we reflect on the significance of innovation management in corporate educational institutions, it is evident that nurturing a culture of innovation, fostering continuous learning, and aligning educational strategies with enterprise goals are essential for driving sustainable development

and competitiveness. By embracing innovative transformation in education management, redefining teaching quality standards, and promoting collaboration between academia and industry, corporate educational institutions can play a pivotal role in advancing innovation capabilities, talent development, and overall enterprise performance in the evolving global landscape. Through these efforts, corporate educational institutions can further solidify their position as key facilitators of innovation and drivers of economic prosperity. In the future, further promotion of innovation management will be crucial to the sustainable development of enterprise education institutions; by addressing the current problems and challenges in education, and by enhancing the quality of education, promoting the training of talents and fostering innovation in enterprises, enterprise education institutions will be able to make a greater contribution to the development of enterprises and the progress of society. results indicate the growing importance of innovation management in corporate educational institutions, with a key role in promoting the competitiveness and sustainable development of enterprises. However, in the era of globalisation and the digital economy, enterprises are faced with fierce market competition and rapidly changing technological environments, prompting them to continuously innovate to adapt to these changes. In the future, further promotion of innovation management will be crucial to the sustainable development of enterprise education institutions; by addressing the current problems and challenges in education, and by enhancing the quality of education, promoting the training of talents and fostering innovation in enterprises, enterprise education institutions will be able to make a greater contribution to the development of enterprises and the progress of society.

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