

6. TOWARD A RESEARCH AGENDA FOR MANAGEMENT OF CHINESE UNIVERSITIES

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Annotation. This paper looks at the Chinese university classroom management from regarding China's actual national conditions, the actual situation of the Chinese university classroom management research, explore the application of emerging technologies in the classroom management of colleges and universities. It is shown how to skillfully use the digital technology to innovate in the university's teaching methods in order to enhance classroom interactivity.

Keywords. Classroom management, educational leadership, education establishments, Chinese universities, university management.

The nature of the educational process in higher education institutions, as well as the role of universities in society and the economy are changing rapidly. Universities around the world compete for students, teachers and funding. Educational establishments, who keep up with the times and use new digital capabilities will have an advantage in our digital age.

Many universities are developing specific digital strategies to response to the massive transition to the use of new technologies, but they lack foresight, opportunity or sustained commitment to their effective implementation. As a result, many universities invest heavily in information systems, which do not provide the expected benefits and results. Higher educational institutions are not ready to admit that the presence of only a digital strategy for a university is not enough. In order to remain relevant in the digital age, the institution needs to take a strategic approach, which would cover not only the IT sphere, but also all aspects activities of the university.

Lack of digital literacy of students, teachers/professors and administrative personnel in general emphasizes the need to direct efforts to achieve fundamental transformations at all levels of the university. It's not enough to choose only several certain areas of digitalization, it is necessary to move on all fronts at once: digitalization of management, digital organization of the educational process and development of digital competencies of students and teachers, definition of digitalization of the economy and society as main research topics [1].

Classroom management refers to the various activities and measures taken by teachers in order to effectively utilize time, create a good learning environment and reduce undesirable behaviors. Under the new situation of China's new curriculum reform, in classroom teaching, teachers, in addition to the task of "teaching", there is also a "management" task, that is, coordinating and controlling various teaching factors and their relationships in the classroom, so as to form an orderly whole, in order to ensure the smooth progress of teaching activities.

The task of classroom management is complex. It is generally believed that classroom management includes classroom interpersonal relationship management, classroom environment management, classroom discipline management and other aspects. Classroom interpersonal relationship management refers to the management of teacher-student and peer relationships in the classroom, including the establishment of good

teacher-student relationships, the establishment of group norms, and the creation of harmonious peer relationships, etc.; classroom environment management refers to the management of teaching and learning environments in the classroom, including the arrangement of physical environments, the creation of a socio-psychological environment, etc.; classroom discipline management refers to the development and implementation of classroom behavioral norms and guidelines, the response to activities such as students' problematic behaviors.

Importance of digital classroom management

In the twenty-first century, modern information technology continues to develop. Cell phones, computers and other electronic devices for college students aim to provide convenience. At the same time, college students have admitted the adverse impact of the current existence of a large number of various types of information products in colleges and universities about the classroom discipline caused by non-compliance with the situation.

Some college students use smartphones for 4-5 hours a day and spend a lot of time using them in the classroom. Most teachers hold a negative attitude towards the irrelevant use of smartphones, believing that students' use of cell phones for irrelevant activities during classroom teaching will inevitably lead to distraction, thus seriously affecting the quality of teaching. Some researchers categorize this phenomenon as a form of "hidden truancy". Prolonged and frequent use of cell phones can also lead to mental health problems such as anxiety and depression, and may result in social disorders [2].

For this type of problem, some colleges and universities in the classroom management also began to gradually cite digital technology, so called 'positive guidance', or with the help of digital means of shielding the classroom related cell phone signals, to help students in the classroom do not look at the cell phone at all. Strict management of school discipline aims to create a positive classroom environment and maintain classroom order.

Enhancing the efficiency of teaching and learning

Classroom management is divided into two aspects, one is "management" and the other is "teaching". Every classroom in Chinese universities and schools is well equipped with relevant multimedia and other digital products. The most widely used are computers and projectors, and access to the Internet, so that the teacher is no longer relies purely on book knowledge, but can use the PPT and other IT devices. To make sure that students understand everything teachers can query through the Internet examples, and use the projector for classroom demonstration [3].

The twenty-first century is also known as the Internet era, so the information revolution has facilitated the establishment of a global information network, the same in China, with the development of the technological revolution, the society began to develop, and contemporary college students, precisely from childhood born in the age of science and technology, can be described as the aborigines of the digital age, for the new technology or new knowledge. They are more inclined to look for the answer through the Internet, for example, in China, if there is any problem that they do not understand, college students will directly use software such as Xiaohongshu, Jieyin, Baidu and other to search for their own problems.

Unlike students, teachers/professors are not exposed to digitalization or the Internet from childhood. Thus university' staff may avoid using technologies in which they are not confident enough, as it may put them at a disadvantage position to students. Despite the fact that modern students constantly use mobile phone devices, they rarely find the right use for the data technologies in the learning process. Thus, universities bear responsibility for teaching students how to use digital technologies at the university.

Digital technologies have contributed to the emergence of many innovative teaching methods such as the "flipped classroom", distance learning and blended learning models. To get the most out of using such platforms training the university requires significant time investment. Many educational institutions use platforms solely as data repositories (lectures, presentations and other educational materials), which brings little benefit to students.

In the traditional classroom, the accompanying assessment and self-assessment are presented mostly in the form of paper study sheets, which are completed by the students and submitted to the lecturers within a specified period of time. This way is not convenient for statistics and data analysis of the assessment results, and it is not convenient for the formation of reports on teaching results.

The advantage of the IT classroom over other subjects is that each student has at least one terminal device, and can use the computer to carry out assessments and evaluations directly in the network environment. Based on this teaching environment, teachers can use the platform software to design follow-up assessments and self-evaluation questionnaires for students to complete online. With the support of big data technology, the platform can generate real-time statistical data and automatically generate teaching reports for immediate feedback to teachers, so as to adjust the pace of the classroom and give targeted lectures to satisfy the learning needs of students.

The introduction of digital technology in the classroom, equipped with digital equipment, fundamentally adapted to the development of society is a great achievement. It has adapted to the requirements of teaching and educating people in the information age, facilitated the improvement of teachers' efficiency in the classroom, promoted the all-round display of knowledge and multi-means of imparting knowledge, facilitated the efficiency of students' listening to lectures and the efficiency of teachers' lectures, and fundamentally contributed to the improvement of the overall efficiency of teaching and learning.

In today's rapidly changing technology environment, colleges and universities in the classroom management to carry out continuous innovation and reform is imperative. It should be noted that the aim of this kind of management is not only to maintain the classroom discipline or simply a teaching method, these are not only through the leadership level for the school discipline of a kind of innovation and maintenance, but also involves the teacher's personal management consciousness, preparation, teaching strategies in several aspects.

Thus colleges and universities through information technology changes and application in practice, try to promote the development of student's knowledge as well as university's development.

Innovative teaching concepts: human-centered promotion of teachers' concepts

In the middle of classroom management is the teacher himself, the receptor object for the students. In the process of classroom management the most important subject is the teacher in class. The students listen to him, and the most important thing for the teacher is to adjust the concept of personal teaching to the educational level of students.

There is a common phenomenon in the university teachers' group, that is, university teachers have high education and rich knowledge, so many teachers think that they only need to impart book knowledge to the students during the classroom, which often leads to a depressing atmosphere in the classroom, and the overall management effect is not good.

In China in response to this problem, China's Ministry of Education has issued a special education curriculum program and curriculum standards related provisions, which state that all regions should organize training in a planned and systematic manner, and strengthen the concept of curriculum reform and the overall requirements of the reform of the training and exchange in a variety of forms, to achieve full coverage of school principals, teachers, and educational researchers, educational administrators.

Strengthening the management and guidance of curriculum implementation, formulating provincial compulsory education curriculum implementation measures and reporting them to the Ministry of Education, and clarifying the work requirements for school curriculum implementation. It is necessary to vigorously promote teaching reform, change the way of educating people, and effectively improve the quality of educating people, increase the conditions to ensure the effective implementation of the curriculum [4].

Traditional teaching management mode in the current information age is slightly single and backward. In the event of extremely easy to waste resources, this kind of relatively rigid teaching management mode restricts the smooth implementation of teaching work. So with the help of information technologies, breaking the traditional management barriers is particularly important. The invocation of information technologies is not only matter that can facilitate the teacher's personal classroom management. For example, in China's colleges and universities through the establishment of the internal network, students and teachers can log on to the website to find information, teachers can upload their own classroom presentations and other teaching exhibits on the website, the students can download them through the online mode of preview and review, improve the learning efficiency.

Attaching importance to the application of social media software such as We-chat, the timely establishment of groups, the release of relevant information, and other initiatives may seem inconspicuous, but in fact, significantly improve the digitalization and informatization of teaching management, saving a lot of time and energy for individual teachers, and for the whole, a variety of initiatives to enhance the flexibility of teaching management and diversification, promote the overall level of informatization and classroom management of high-quality development.

In summary, in the age of information technology, the progress of science and technology will continue to push the development of society to a new height, in order to ensure the overall digital development of colleges and universities. The most important thing is the digitalization and modernization of teaching management. The construction of digital and modernized classroom management system, diversified classroom management means help to enrich and to ensure the efficiency of teachers' teaching and students' knowledge acceptance. The use of information technology in classroom management can not only improve the overall efficiency of teaching, but also promote students' deep learning and broaden their learning channels.

In view of the lagging concepts and lack of professional teams in classroom management, colleges and universities should be based on the actual situation in their universities, improve the overall information construction, through training and other means, so that teachers should change their own concepts and traditional classroom management concepts. The flexible use of multimedia and other digital technologies to stimulate students' learning initiative, prompting the students to be fully committed to learning, and to improve the overall learning ability and learning level of the students should be put on the first place. The students' overall learning ability and learning level should be improved. All of the above will help to create a new type of teaching environment, build a new classroom management system, effectively realize the optimization of teaching links, and strengthen classroom teaching management and contribute to the cultivation of high-quality modernized talents.

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