

# An analysis of the conditions, paths and mechanisms for the formation of social capital in private colleges and universities

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**Abstract.** Social capital is an effective social resource in colleges and universities. It plays an important role in promoting the level of running a school, especially in private colleges and universities. This thesis explored the internal needs of private higher institutions for social financing and expounded the conditions, elements and mechanisms for the formation of social capital in private higher education institutions by analyzing its social fund resources, school size and features of management system. It was concluding that it would be better to take reasonable and effective measures from the president, board of directors, former students, parents, teacher-student relations, school-enterprise cooperation, brand construction, etc. Thus it is full of references for private colleges and universities to make social capital act an effective part in it for a long time.

## 1 Introduction

Social capital is the social relationship resources owned by individuals and organizations. It was originally a sociological term, and then applied to the field of education, using the perspective of social capital to explore the use and development of educational resources, is a research hotspot in recent years. Researches on the formation of school social capital mainly focus on the following four points: (1) research on influencing factors, such as school leadership, school running history, regional teaching, education policy, etc. (2) Research on internal form and external form. Internal social capital mainly refers to school teams, teaching plans, academic conferences, etc.; external social capital, such as partnerships with universities, contracts with external consultants or experts, provides teachers with access to knowledge. (3) Case study. Taking the formation of social capital of small schools in the United States as an example, this paper points out that small schools are conducive to parents' involvement in school autonomy and to improving students' academic performance. (4) Study on the relationship between school and social capital. For example, research on the generation of school social capital from the relationship between school and community. Analyze the influence of principals or teachers on the formation of school social capital. Study on the accumulation of social capital in primary and secondary schools and universities.

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These studies provide a new research perspective and logical framework for school management theory. However, the understanding of the logic and framework of social capital generation is not enough, and it is not carried out according to the logic and framework. Although the theory of social capital is very immature and complex, there are some differences in research. Social capital is a kind of social resource in essence, which is hidden in the social relationship network. The position of school in the social structure is an important condition that affects the generation of school social capital, so the research on the generation of social capital cannot fail to follow this logic. In fact, social capital is an important material capital and human capital of colleges and universities. If we can grasp and understand the professional and production path of social capital in Colleges and universities, and dig deeply, we can give full play to its enthusiasm and initiative, and constantly accumulate social capital, so as to play an important role in the sustainable development of colleges and universities.

## **2 Conditions of social capital generation in private colleges and Universities**

Private colleges and universities refer to colleges and universities which are jointly organized by ordinary colleges and universities in accordance with the new mechanism, new mode and social forces. The private colleges and universities studied in this subject are mainly independent colleges, which are relatively independent private colleges at the undergraduate level. It has three characteristics: firstly, it adopts the non-governmental mechanism, and the funds needed for running a school mainly come from the tuition fees and the funds invested by the partners or jointly raised by both parties; secondly, it is a new mode of running a school, flexible mechanism of running a school, with independent campus and basic facilities for running a school, independent financial accounting, independent legal personality, and able to bear civil liability independently; thirdly, it is a new management system, school There are social forces involved in the development of the school. The development factors of the school permeate the market, capital and social relations.

The social capital generation demand of private colleges and universities mainly reflects the following three aspects: (1) Social financing function. Lack of funds for running a school is a common problem for the existence and development of private colleges and universities. Opening up financing channels, such as strengthening the connection with the society, can create opportunities to obtain special financial support from the government, cooperation funds from enterprises, selfless donations from philanthropists and donations from alumni to a certain extent. (2) Information acquisition function. By strengthening the contact and communication with various governments and social institutions outside the university, we can obtain timely and accurate information about government policies, current situation of education development, education reform, talent cultivation, academic frontier, scientific research projects and other information to a certain extent, so as to promote our own development. (3) Functions of joint development of private universities and local governments. Local governments provide favorable living environment, economic and cultural and political resources, scientific and technological research bases, and employment channels for graduates for the development of private colleges and universities. Private colleges and universities provide services for local development by sending graduates to local areas, carrying out students' social practice, integrating science and technology with local areas, and popularizing culture.

## **3 Path of social capital generation in private colleges and Universities**

### **3.1 President, that is, give full play to the role of leaders of private colleges and universities**

University leaders have strong social communication ability, great social influence, abundant information resources, and often communicate and cooperate with the society on behalf of the university, which is the key factor for the social capital accumulation of the university. The establishment of communication, trust and cooperation among colleges, departments, teachers and students also depends on the guidance of school management philosophy and the establishment of scientific management system, which also requires the play of school leadership.

### **3.2 The board of directors, that is, effectively mobilizes the role of non-governmental university partners**

The running mechanism of privately-run colleges and universities is more flexible and involves social forces. Generally, there is a board of directors. The size of social forces is directly proportional to the capital and scale of the cooperatively-run companies or enterprises. As a school-running partner, an enterprise with strength and influence on the industry can bring positive influence to the school, such as the supplement of school-running funds, bridge and enterprise exchange or cooperative school-running, collaborative training of students, collaborative development of scientific and technological innovation activities, which is more conducive to the school's talent training, teaching and scientific research mercerization.

### **3.3 Alumni, that is, effectively develop and utilize alumni resources**

Alumni resources are an integral part of school resources and a valuable asset of the school. For example, alumni's identity with the Alma mater is to actively promote the brand image of the school. Alumni donations or alumni's help to the school in terms of intelligence or material are conducive to the development of the school.

### **3.4 The good relationship between parents, that is, the school and parents**

Parent resources are important lubricants for social capital generation in private colleges and universities. Parents from all walk of life, their status and knowledge structure can be used as social resources to promote or promote the development of school recruitment and employment.

### **3.5 Teachers and students, that is, to build a good internal relationship**

Teacher-student relationship is the important connotation and accumulation guarantee of social capital in private colleges and universities. The internal management of scientific and democratic, firmly establish a people-oriented concept, the broad on the subject status of the development of the school staff and students, fully respect, trust, care staff, to create a loose tolerance, equality, mutual love, mutual help, trust the harmonious atmosphere of harmony, to build open communication, cooperation, communication mechanism, strengthening the staff's sense of self-esteem, sense of responsibility and awareness, to

build unity and trust, the internal relations of internal social capital accumulation and rich private colleges, promote the sound development of private colleges and universities.

### **3.6 School-enterprise school-government cooperation**

Which is, strengthening the social responsibility of private colleges and universities. As a social organization, colleges and universities cannot survive and develop without the social environment.

### **3.7 Brand building that is, enhancing the core competitiveness of private universities**

University brand is a university in the process of long-term development, gradually accumulation down and condensation degree of social recognition, will be for the government, society, alumni, parents, staff and students to produce a kind of affinity and sense of identity, can attract parents and students, social capital can also attract more and more excellent teachers and even the government's policy tilt, make school education resources, development space and development opportunities to improve, is a school in the competition for survival and development.

## **4 Mechanism of social capital generation in private colleges and Universities**

First of all, trust is the basic mechanism of school social capital. Social capital is a social network based on trust, mutual assistance and cooperation. As social capital, trust is guaranteed based on a certain level of trust in various organizational design arrangements. Only norms based on trust become necessary and easy to enforce. The second, interaction is the maintenance mechanism of school social capital. The social capital of school actors (principals, teachers, etc.) can lead to the interaction of other actors. By adding additional relationships to the social structure, the actors expect to increase access to the resources of another school, or other institutions, such as enterprises. At last, construct the growth mechanism of school social capital. The structural dimension of school social capital determines its objectivity, and the value-added feature makes people not satisfied with its objectivity, so they have the desire to construct with the subjective will. The constructive mechanism of school social capital requires school actors, to actively and orderly construct the school social network, and turn existing resources into social capital that can serve the school goals.

## **5 Measures of social capital generation in private colleges and Universities**

### **5.1 Internal social capital of private universities.**

The internal relationship network of colleges and universities is the result of the joint action of school members and the interaction between members with personal interests. As the subject of education, college teachers' personal moral consciousness, professional dedication, commitment to the school, commitment to teaching, satisfaction and satisfaction all affect the expectation of trust between teachers. The internal social capital of colleges and universities is a trust mechanism based on people's credit. This mechanism

connects college leaders, teachers and students, and endows colleges and universities with impetus and vitality. On the other hand, social capital within universities is conducive to promoting knowledge and information sharing among members of universities. As the "living carrier" of knowledge, teachers can realize the flow of knowledge and give full play to the role of knowledge only through communication, dialogue and mutual transformation. Good accumulation of social capital among members of colleges and universities, on the one hand, promotes the communication among members of the university, on the other hand, strengthens the internal communication and contact between departments, the development advantages of colleges and universities can be expressed and brought into play.

## **5.2 External social capital of private universities.**

The main problems in the development of higher education in China are still prominent, such as the insufficient government investment in higher education funds, the imbalance of educational opportunities, and the contradiction between education supply and demand. Education economics tells us that education is a quasi-public good and the government should play a leading role in the allocation of educational resources. The market mechanism can be properly introduced into the field of education so that the market can play its due role in the allocation of educational resources. There are three ways to allocate social resources in today's Chinese society, namely power grant relationship, market exchange relationship and social relationship network. From the perspective of the current resource allocation mode of colleges and universities, power delegation relationship and market exchange relationship are widely adopted, but social network is seldom studied and involved. From the perspective of resource allocation, rights grant and market exchanges have been widely used. Under the market economy environment, the government is no longer the owner of all resources, but the market gradually grasps the possibility of providing educational resources, and part of educational resources can flow and exchange in the market. On the one hand, colleges and universities, as the recipient of government allocation of resources, accept government allocation of educational resources. On the other hand, actively seek and participate in the allocation of social educational resources to the extent permitted by the policy. The latter is increasingly necessary and possible. From the perspective of necessity, the rapid development of colleges and universities cannot meet the educational resources allocated by the government more and more. Therefore, colleges and universities must take the initiative to integrate and utilize the social network, and actively expand the access to educational resources to meet the development of colleges and universities. From the perspective of possibility, with the continuous expansion of the autonomy granted by national laws and the development of market economy, colleges and universities make full use of the market space within the scope permitted by laws and policies, which not only supplements the necessary educational resources, but also expands the ways and capabilities to serve the society, so that both schools and society benefit. When colleges and universities have abundant social capital, on the one hand, they can coordinate the internal actions of colleges and universities, enhance the cohesion and centripetal force of employees, and improve work efficiency; on the other hand, they are conducive to the communication and exchange between colleges and universities and the external environment, so as to obtain more social resources and promote the development of colleges and universities. In the process of implementing the social capital generation of private colleges and universities, the following issues must be paid attention to:

### *5.2.1 Lack of trust*

In traditional economic theory, the market assumption of free competition ensures that independent actors fully internalize the norms of behavior, thus giving birth to orderly transactions. However, the real transaction is always in the imperfect competition, which makes the old problems of fraud and distrust remain unsolved. In real life, the lack of trust has reached a very serious level due to various problems arising from benefit at the expense of others or even benefit at the expense of others.

### *5.2.2 Short-term effect*

In our view, every organization or group has more or less institutionalized agency problems, which centralize the overall social capital, which is the basis of the existence of the group. The agency of group social capital is also the result of internal competition. The agent is responsible for the allocation and use of group social capital.

### *5.2.3 Path dependence and network closure*

The relationship between school and organizational network also has the phenomenon of path dependence. As a kind of based on social relations, trust and sharing of complementary resources, such as special management features of school network, information flow and region near, professional for the channel, such as, promote the trust can reduce the transaction cost between network inside the school organization, information transmission speed, management resources and activities are well coordinated, so based on the "strong relationship" schools on the resources integration and the ability to resist risk gain enough support. As the imbalance of the development of the school and social changes of competition environment, the old social order, and between schools and other organizations (business, government, etc.) due to the different scale, the social status and development direction, will inevitably produce conflict, rising costs, the school organization communication is more and more difficult to bear, resources less liquidity, integrated function is bound to be affected.

When private colleges and universities set up social resources concept, construct social network, win social trust, seek higher social status and so on, ensure and promote their survival and development, help to improve the performance of private colleges and universities.

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