# Discussion on the Innovation of Modern Educational Technology Service Management Mode in Universities

**Dekai Wu[1,2,*], Xiaohui Zhang[2]**

[1]Macau University of Science and Technology, Macau, 999078, China.
[2]Zhuhai College of Science and Technology, Zhuhai 519041, Guangdong, China.

## Abstract

The construction of modern educational technology service management mode in colleges and universities is characterized by strong practicality and systematicity. In the process of innovation of modern educational technology service management mode in colleges and universities, the design and implementation of teaching contents should be centered on students' development. This paper makes an analysis of the current new trends of modern education technology and service management needs, combined with the changes of modern education technology service needs.

## Keywords

Innovation, Modern educational technology in universities, Service management

## 1. Introduction

Modern educational technology service management mode is based on the concept of "innovative college students, teachers and parents as the core", following the equal and free communication between teachers and students, and meeting the personalized needs of college students by building various platforms, such as campus network construction and online question and answer. At present, the continuous improvement of social and economic level and the development trend of information era have a great impact on the traditional teaching methods, while students are the key and foundation for the development of innovative technology services in colleges and universities, and the innovation ability of colleges and universities is the biggest guarantee for their development and progress. Therefore, it is necessary to reform the service management mode continuously to meet the social and economic needs.

## 2. New Trends in the Current Demand for Modern Educational Technology and Service Management

### 2.1 Networked Centralized Control Trend

With the development of network technology, college students are more and more dependent on the Internet in learning, thus putting forward higher requirements on the campus network service management mode. The first thing is to ensure the sharing of information resources. By using modern information technology to establish a unified, open and efficient teaching platform to provide quality education services for teachers and students. The second thing is to realize the online resource monitoring and query function. All teachers and other related departments within the school will be

included in the online system. The last is that college students can learn and communicate and interact online, and can keep abreast of their information needs such as the content of their major courses and the latest technology developments.

## 2.2 Equipment Hardware Failure and Maintenance Reduction Trend

The modern educational technology service management model cannot be separated from the learning equipment, and in this trend the level of equipment needs to be constantly improved. For example, computer system problems or software functions can not meet the needs of timely replacement. For hardware failure, there are three main aspects. First is the aging of the equipment and can not operate properly. Second is the technical reasons for the failure, such as the computer screen brightness is not enough or damaged. Third, computer program errors, which can also affect teachers' teaching effectiveness and students' learning performance (Chen Shuang, 2019).

## 2.3 Enhancement of Supplier Service Awareness and Capability

In the management mode of modern education technology service in colleges and universities, it is necessary to fully understand the needs of students in order to improve their interest in learning and lay the foundation for future independent innovation. Under the conditions of market economy, the ideology of college students has changed implicitly, and they are no longer the "meat and potatoes". Facing the new situation, new tasks and new challenges, the traditional teaching mode can no longer meet the needs of students' personalized development, and the modern education technology service management mode can effectively guide students' independent learning behavior and play an important role in their self-evaluation. Firstly, it should strengthen and improve the establishment, declaration and acceptance of research projects related to college students. Secondly, we should increase the construction of university library resources and provide corresponding support measures. Lastly, we should establish a mechanism of "learning by doing" to encourage teachers to actively carry out technical service activities.

## 3. Changes in the Demand for Modern Educational Technology Services

### 3.1 Multi-campus Service Requirements

The educational technology service management model in higher education is structured to be student-centered, according to the needs of different types, levels and contents to provide the corresponding form or structured curriculum teaching activities. In modern society college students have more knowledge and information to learn, and access to relevant materials through network resources can better provide quality teaching services for school teachers and students. Based on the advantages of rich and diverse network resources and fast information update, the construction of modern education technology service management mode in colleges and universities can meet students' personalized learning requirements, improve their comprehensive quality level and innovation ability, and lay the foundation for further development of schools (Tang L & Wang HX, 2022).

### 3.2 Digital Equipment, Information Technology Services Dominate

With the rapid development of science and technology, digital devices and information technology services are taking an important place in university teaching. Digital technology refers to the processing and analysis of data through computers or other hardware, and the use of modern communication means to transfer information to the educational technology platform, then form a new knowledge base or knowledge structure as a convenient and efficient way for students to access learning resources. IT services, on the other hand, can achieve real-time and sharing, creating a more convenient and interactive communication environment for teachers and students, meeting their learning needs and improving their autonomy and innovation.

### 3.3 Combination of Technology and Service

The so-called "art in action" refers to the integration of technology service management mode with traditional education and teaching work to better meet the individual needs of students. Under the modern education technology service management mode, we can make full use of information technology to provide innovative, practical and application-oriented technical guidance to students. For example, the computer network system platform can provide corresponding information support according to students' learning process and mastery; the electronic library resource sharing function can update book materials for readers and recommend book resources to users through the Internet. It should be noted that there is a big difference between the technical level of college students and the quality of teaching of professional teachers, which requires attention to grasp the principle of "people-oriented". First of all, the resources pro-

vided by the school are allocated reasonably. The second is to focus on the service object for the user to develop personalized needs of the program. Finally, it is to consider how to improve the students' learning and application skills and make them their own skills (Li Fangrui, 2021).

## 4. Analysis of the Characteristics of the Service Management of Modern Education Technology Center

### 4.1 Time Concentration Characteristics

In the innovative modern education technology service management mode of colleges and universities, the feature of time concentration is an important part of it. Time concentration means that college students have certain rules in study and life, which determines that they have a strong interest in modern technology service management mode and can apply their knowledge and skills to practice, thus improving their application ability. The so-called "centralization" refers to the unified treatment of students, and the needs faced by different majors, different regions and other differences will be different, so that educators are required to flexibly select the corresponding service content according to the actual needs, and this high sense of time aggregation will make college students pay more attention to information technology knowledge. Therefore, the way of effective use of information resources by modern educational technology service management organizations makes college students have a high degree of dependence in their study and life (Wang Haihua, 2021).

### 4.2 Cyclical Characteristics of Demand

The modern educational technology service management model in higher education is an innovative and adaptive development concept, which is oriented to social needs and has the personalized differences and capacity development of students as its main goal. The model is highly demand-cyclical in character and consists of two main aspects. On the one hand is the technology practice session. Traditional teaching methods often ignore the connection, interaction and student participation that exist between the educational technology service management model and other subject courses. As a talent cultivation base, modern colleges and universities, innovative modern educational technology service management in colleges and universities has become an inevitable trend. Therefore, the construction of modern educational technology service management mode must be centered on students' development, and teachers should fully mobilize their own enthusiasm in the teaching process and carry out practical activities as learners. On the other hand, it is the participation and satisfaction degree of teachers and students in innovative universities. Traditionally, college students' participation in the classroom is a passive way to receive knowledge and obtain information. And the new modern technology has put forward a higher level of requirements for talent cultivation, which is to allow students to master more professional skills through independent inquiry and cooperation. It is also emphasized that the modern educational technology service management mode can not only stimulate students' active creativity, but also promote teachers' teaching quality, so that the role of educational technology service management mode can be given full play.

## 5. Conclusion

In the new era, the society pays more and more attention to the innovation and entrepreneurship education of college students, and college students, as our country's scientific and technological training talents, have an important mission in their growth process, so it is necessary to focus on the research and application of modern education technology service management mode. In the process of future development, we should adhere to the concept of human-centeredness and equal status of students' subjects, and enhance the recognition of teachers and students' knowledge of modern education technology service management through a series of system construction and policy support. Through improving the incentive mechanism, we promote the continuous improvement and progress of teaching quality, and continuously enhance the utilization rate of technology resources and the level of innovation ability in universities. The purpose of this paper is to conduct an in-depth study on the management mode of modern educational technology services in colleges and universities, in order to provide reference and reference for China's educational work.

## Research topic

## References

Chen Shuang. Research on the service management strategy of modern education technology center in colleges and universities [J]. Think Tank Times, 2019(35):157+159.

Li Fangrui. The application of modern education technology in college teaching [J]. Wireless Internet Technology, 2021, 18(19):132-133.

Tang L, Wang HX. The effective application of modern educational technology in college physical education teaching--a review of "Research on college physical education teaching under the innovation of modern educational technology" [J]. Science and Technology Management Research, 2022, 42(15):251.

Wang Haihua. Practical investigation of modern education technology in mathematics teaching in colleges and universities [J]. Modern vocational education, 2021(31):192-193.