

Exploration on Diversification Path of Higher Education Investment

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ABSTRACT. *In recent years, with the continuous development and progress of China's higher education, more and more attention is paid to the cultivation of talents. However, in the process of higher education development, there will be problems such as insufficient educational funds and unreasonable educational investment structure. Therefore, this paper mainly analyzes the development of China's colleges and universities, so as to establish a sound investment management system in colleges and universities, and realize the diversification of educational investment in colleges and universities. In order to better solve the problem of higher education funding, by expanding the sources of funding channels, so as to alleviate the problem of higher education funding, promote the rapid development of China's higher education cause, for the country to train high-quality talents.*

KEYWORDS: *Higher education, Diversification, Investment channels, Investment subject*

1. Introduction

In recent years, with the rapid development of China's economy, people pay more and more attention to the problems of higher education on talent training, which is the main job function of higher education. According to the relevant survey data, the financial education funds of Chinese colleges and universities are lower than the average of the financial education funds of developing countries, and the insufficient financial education funds of the state will directly affect the insufficient investment funds of higher education. The state financial administration department is the major investor in higher education, and has no other source of funds except for the state subsidy allocation. Therefore, there will be the drawback that the state subsidy directly affects the higher education funds. As the investment subjects of higher education in China are more than single and the state financial subsidy is limited, colleges and universities need to expand economic sources to realize the diversification of higher education investment. The state strongly encourages and supports institutions of higher learning to carry out capital running and solve the problem of university funds by charging tuition fees. In higher education in China, state aid grants and tuition revenue accounted for the main source of funds in colleges and universities, financing, social donations, such as product sales

accounted for a small part, can not fundamentally solve the problems existing in the higher education investment, therefore, our country needs from the point of view of the higher education of financial relative plan formulation, improvement measures are taken, thus effectively improving the problems existing in the higher education investment funds.[1-3]

2. China's Higher Education Investment System is Diversified

2.1 The Rapid Economic Development Provides a Material Basis for the Diversification of Investment in Higher Education

In recent years, with the continuous development and progress of China's economy, people's quality of life and living standards are gradually improving. In order to better train talents, colleges and universities directly or indirectly obtain investment funds for college education through the establishment of college investment management system, local enterprises, social teams, donations, fund raising, loans and other ways. The investment in higher education has the nature of consumption and production, among which the nature of consumption is mainly reflected in the cultivation of high-quality talents by higher education, while the nature of production is reflected in the contribution of high-quality talents cultivated by higher education to the country and society. Because of the diversification of investment in higher education, the only way to provide a material basis for higher education is to improve state subsidies.

2.2 The Socialist Market Economy System Opens Up Prospects for the Diversification of Higher Education Investment

China's market economy is closely related to the diversified investment in higher education, which restricts and coordinates each other. There is no perfect management system in higher education, so the investment in higher education can not proceed smoothly. Administrators of colleges and universities need to improve the market of higher education, so as to promote the main body and financing capacity of higher education, improve the decision-making ability and enthusiasm of investors, and improve the quality of China's higher education and international competitiveness. Colleges and universities can analyze and study the market development trend according to their own situation. According to their own advantages, colleges and universities can make use of their own scientific research technology, invest and operate independently, so as to create new industries and bring economic benefits to them. By constructing scientific research enterprises, colleges and universities can turn scientific research achievements into products, bring profits to colleges and universities, and effectively improve higher education funding problems.[4-6]

3. Problems Existing in China's Higher Education Investment

3.1 Insufficient Government Investment Funds in Higher Education

The government is the main body of higher education investment in China and the main source of higher education investment. Higher education is one of the main ways to cultivate talents. By improving people's quality, higher education promotes social development and progress, and helps to stabilize social order and improve interpersonal relations. Therefore, the state's investment in higher education directly affects whether the higher education program can be implemented normally. Since China's reform and opening up, the national living standard has been rising straight, although the economy has been greatly improved. However, the state's investment in higher education is still insufficient to ensure the normal operation of higher education mode.

3.2 Enterprises and Individuals Invest Too Little in Higher Education

Although the state investment in higher education occupies a dominant position, enterprises and individuals also account for a small part of the investment. In recent years, government investment accounts for half of the total expenditure on higher education, while the other half relies on enterprises and individuals to invest in higher education. In recent years, institutions of higher learning, especially private ones, have been raising students' tuition fees to obtain education funds, which is more common. According to the survey data, in 2012, social income accounted for 1% of higher education funds in Chinese universities. Therefore, it can be seen that China's higher education funding sources are mainly dependent on government subsidies and tuition fees.

4. Conclusion

Through the analysis of the problems and current situation of higher education investment, we can understand that the main sources of higher education funding are the two forms of state subsidies and tuition fees. However, due to the more single form of investment, there may be insufficient funds in the process of higher education for students. Therefore, on the basis of state subsidies and tuition fees, higher education should implement independent investment and operation schemes according to the advantages of colleges and universities, and construct new industries, so as to bring economic benefits to colleges and universities and effectively solve the problem of shortage of investment funds in higher education.

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