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STRATEGIES HUMAN RESOURCE MANAGEMENT IN CHINESE UNIVERSITIES UNDER THE BACKGROUND OF GLOBALIZATION

In the context of globalization, human resource management in universities faces various challenges and opportunities. In the recruitment process, universities need to develop scientific recruitment plans based on actual needs to ensure the attraction of the most suitable talents; In addition, universities must strengthen publicity work, attract more outstanding talents to join, and provide comprehensive employee training so that new employees can quickly adapt to new positions, while continuously improving personnel management mechanisms and systems. Secondly, as an important part of human resource management, universities should establish reasonable and scientific assessment standards and indicator systems, conduct in-depth analysis and effective utilization of assessment results, regularly train employees, and enhance their work adaptability [2, p. 104].

In terms of salary, universities should establish reasonable salary standards and incentive mechanisms based on the work ability and quality of employees, and establish a sound salary system to ensure attractiveness. Finally, universities should continuously optimize the training system and content, develop scientific, reasonable, and standardized training plans and assessment systems, regularly carry out employee training and learning activities, in order to improve the comprehensive quality and professional level of employees, and better adapt to the development needs of the education industry.

The links of human resource management in universities

Indicators	Key Actions
Recruitment	Develop scientifically grounded recruitment plans. Conduct effective promotion and comprehensive new employee training.
Performance Evaluation	Establish reasonable assessment standards, then analyze and use outcomes effectively. Offer continuous adaptability training courses.
Compensation	Establish a sophisticated remuneration framework predicated on the caliber of talent, ensuring it is both enticing and meticulously designed.

While development takes a diversified approach in China, nowadays more Chinese universities are aware of the significance of human resource management (HRM). The initiation of alteration as opposed to conventional human resource management (HRM) frameworks stands out as ways to run the HR operations better. Despite their dominance in the university's work views, many of the challenges for university human resource managers are yet to be resolved and would urge the management to find solutions. These include;

The talent management approaches are relatively new with management professionals of universities have not yet developed a clear understanding that talent is a key factor in university development, and so, they have not still maximized the performance of university talent resources. In contrast, Chen M. X（2023）points out that not only is the evolution of universities implies the need to develop accurate perspectives on talents but also can excel in the optimization of resource utilization and practice human resource leadership by creating a system that sustains ongoing educational innovation. [3, p. 76].

In China, university human resource planning is mainly aimed at the shortage of scientific human resource planning; because of insufficient data concerning the current personnel, the formulation of plan is often made inefficiently; in addition, the selection mechanism and evaluation system of employer are not perfect enough to have scientific career planning for the staff. Therefore, one of the proven facts remains that there are still some critical problems in the allocation of human resources in the higher education sector in China like low education level, growing subject structures and aging teaching staff.

Absence of suitable tools for measuring performance. Performance Evaluation can be associated with managing resources for achieving goals on the managerial level. Currently, the human resource management systems in universities possess a number of problems corresponding to the sparse evaluation strategies while curriculum design or administrative outcomes may be affected and consequently loss of the resource efficiency in university HR planning.

At present, these universities have a lack of human resource management strategies, a vague talent management nature as well as lack of staff planning frameworks; nonetheless, it is much easier to resolve these problems if they are all determined together. That is designed under the principle of systematic competency description for faculty and employees, and the long-term talent attraction and training plan development, in achieving a maximum or most comprehensive implementation of human resource management aim should be tightly integrated into the strategy of the University.

Universities ought to be the cutting edge of processes to upgrade their performance evaluation and talent development schemes so they are perceived by the workers as fair and transparent. This could be done involving the adoption of comprehensive employee development plans with professional training, performance-based rewards, promotions, career planning, performance appraisals and ethics to contribute towards the fairness of evaluations and to the growth of employees. Therefore, the methods universities enhance talent pipeline prompting the effect, such material and the non-material rewards are built, such as providing career development opportunities and the work autonomy which they can use this way as means to increase employee's enthusiasm and loyalty and enhance sustainable development of the university.

In the changing society, the universities should support their traditional manpower management models optimization, increase the implementation of superior data analytics, and make the HRM generally informatized [5, p. 182]. Just increase the university effectiveness through, building up the human resource management system in order for the graduates to meet the needs of the society. Besides the universities, the data technology will be able to boosting those information instrumentation as well as giving birth to the intelligent data analysis. Through this way, it will be easier to manage resources, and also, it will be possible to highly enhance the overall quality of talent generation.

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