

INNOVATIVE RESEARCH ON INTERNATIONALIZATION IN EDUCATIONAL MANAGEMENT AT FRONTIER LOCAL UNIVERSITIES IN THE NEW ERA: A CASE STUDY OF WENSHAN UNIVERSITY

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ABSTRACT

In the new era, the internationalization of educational management has become a core driving force for the high-quality development of frontier local universities, which is not only an inevitable requirement for integrating into the global higher education system but also a key path to break through the development bottlenecks of regional universities. Taking Wenshan University, a typical frontier local university in Yunnan Province, as the research object, this paper adopts the case study method to systematically sort out the practical exploration and specific cases of Wenshan University in the internationalization of educational management, deeply analyze the existing shortcomings and restrictive factors in its development process, and excavate the potential development opportunities endowed by the regional location, national policies and industry demand. On this basis, the paper combines the development characteristics of frontier local universities and the actual situation of Wenshan University, puts forward targeted innovative strategies for the internationalization of educational management, and outlines a clear and feasible future development pathway. The research results are expected to provide practical reference and experience inspiration for the internationalization construction of educational management in similar frontier local universities in China, and promote the high-quality and characteristic development of frontier local higher education.

Keywords: New Era; Frontier Local Universities; Educational Management; Internationalization; Wenshan University

INTRODUCTION

In the context of economic globalization and educational internationalization, the internationalization of higher education has become an important symbol of the modernization level of a country's higher education system. Frontier local universities, as an important part of China's higher education system, are located in the border areas with unique geographical location, ethnic cultural characteristics and regional development demands. Their internationalization of educational management is not only related to their own ability to improve the quality of talent training, enhance scientific research strength and expand social service functions, but also plays a vital role in promoting regional economic and cultural exchanges, strengthening border ethnic unity and serving the national opening-up strategy.

The new era has brought new opportunities and challenges for the internationalization of educational management in frontier local universities. On the one hand, the national strategies such as the Belt and Road Initiative, the Construction of China-ASEAN Community with a Shared Future and the High-quality Development of Western China have provided policy support, resource channels and cooperation platforms for the internationalization of frontier local universities. On the other hand, compared with key universities and coastal local universities, frontier local universities are faced with many restrictive factors such as weak comprehensive strength, insufficient internationalization awareness, shortage of high-level international talents, single cooperation channels and imperfect management mechanisms in the process of educational management internationalization, which lead to the slow development speed, low development level and lack of characteristic development in the internationalization of educational management of most frontier local universities.

Wenshan University, located in Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, is a local undergraduate university rooted in the frontier and serving the regional development. It is adjacent to ASEAN countries such as Vietnam, with obvious geographical advantages for international exchanges and cooperation. In recent years, Wenshan University has carried out a series of practical explorations in the internationalization of educational management, such as international talent training, cross-border academic exchanges, and cooperative education with foreign universities. However, in the actual development process, it still faces many practical problems that need to be solved urgently.

Based on this research background, this paper takes Wenshan University as a typical case to conduct in-depth research on the internationalization of educational management of frontier local universities in the new era. By sorting out practical cases, analyzing shortcomings and exploring opportunities, the paper aims to put forward innovative strategies and development pathways suitable for the internationalization of educational management of Wenshan University, so as to fill the research gap of internationalization of educational management of frontier local universities in southwest China to a certain extent, and provide reference for the high-quality development of internationalization of educational management of similar universities. The research has important theoretical significance for enriching the research system of internationalization of higher education in China and important practical significance for promoting the characteristic and international development of frontier local universities.

OBJECTIVE

1. To systematically sort out the practical cases of Wenshan University's internationalization in educational administration, deeply analyze its existing shortcomings in the development process, and excavate the potential development opportunities endowed by regional advantages, national policies and industrial development.
2. To put forward targeted and innovative strategies for the internationalization of educational administration at Wenshan University in combination with the development characteristics of frontier local universities, and outline a clear, scientific and feasible future development pathway for its internationalization of educational administration.

METHODOLOGY

This paper takes the internationalization of educational management at Wenshan University as the research object, and mainly adopts the case study method, supplemented by literature research

method, field investigation method and interview method to carry out the research, so as to ensure the comprehensiveness, authenticity and in-depth of the research content. The specific research methods and implementation steps are as follows:

Sub-Section 1: Literature Research Method

First of all, the research team combs and sorts out the relevant domestic and foreign literature, including the research results on the internationalization of higher education, the internationalization of educational management, the development of frontier local universities and the international cooperation of border higher education. By reading and analyzing the core literature, the paper clarifies the connotation, characteristics and development laws of the internationalization of educational management of frontier local universities, grasps the latest research trends and research hotspots in this field, and lays a solid theoretical foundation for the follow-up case analysis and strategy formulation. At the same time, the paper sorts out the national and local policies related to the internationalization of higher education and the development of frontier universities, and extracts the policy support points related to the research object.

Sub-Section 2: Case Study Method

Taking Wenshan University as a single typical case, the paper conducts in-depth and systematic research on its internationalization of educational management. The research team sorts out the development history, current situation and specific practical cases of Wenshan University's internationalization of educational management, including the construction of international talent training system, the formulation of internationalization management rules and regulations, cross-border academic exchange activities, cooperative education projects with foreign universities, the introduction and training of international teachers and other aspects. Through the induction and summary of practical cases, the paper forms a comprehensive understanding of the current development of internationalization of educational management at Wenshan University, and provides realistic materials for the subsequent analysis of shortcomings and exploration of opportunities.

Sub-Section 3: Field Investigation and Interview Method

The research team conducts field investigations on Wenshan University, and conducts in-depth interviews with the relevant person in charge of the school's administrative management department, the person in charge of the secondary college, international teachers, domestic teachers with international exchange experience and international students. The interview content focuses on the current problems, restrictive factors, development demands and expected goals in the process of internationalization of educational management at Wenshan University. At the same time, the research team collects first-hand data such as the school's internationalization work report, statistical data of cooperative projects and talent training quality evaluation results through field investigation. The combination of field investigation and interview method makes the research conclusions more realistic and reliable, and provides an empirical basis for the formulation of innovative strategies and development pathways.

On the basis of the above research methods, the research team sorts out, collates and analyzes the collected theoretical data and empirical materials, and forms the research results of the paper through induction, deduction and comprehensive analysis.

RESULTS

Current Practical Cases of Internationalization in Educational Administration at Wenshan University.

After years of exploration and practice, Wenshan University has initially carried out a series of work in the internationalization of educational management, and formed a number of practical cases with certain regional characteristics, which mainly reflect in three aspects as shown in Table 1.

Table 1 Practical Cases of Internationalization in Educational Administration at Wenshan University

No.	Type of Practice	Specific Cases	Implementation Effect
1	International Talent Training	Carrying out Chinese language training for Vietnamese international students; setting up ethnic cultural courses open to international students; carrying out short-term exchange programs for students with Vietnamese universities	Cultivated a number of international students who understand Chinese and border ethnic culture; improved the international vision of domestic students; initially formed a talent training model combining regional characteristics and internationalization
2	Cross-border Academic Exchanges	Holding cross-border academic seminars on border ethnic culture and regional economic development with ASEAN universities; inviting foreign scholars to give lectures and carry out scientific research cooperation; sending teachers to foreign universities for further study and academic exchange	Enriched the academic research content of the school; improved the scientific research level and internationalization ability of teachers; established preliminary academic exchange relations with some ASEAN universities
3	Educational Management System Construction	Formulating the management measures for international students of Wenshan University; setting up a special department to be responsible for international exchange and cooperation work; formulating the incentive policies for teachers' international exchange	Initially established a management system for internationalization work; clarified the responsible subject of international exchange and cooperation; stimulated the enthusiasm of some teachers to participate in international exchange activities

Existing Shortcomings of Internationalization in Educational Administration at Wenshan University

Through in-depth analysis of the practical cases and interview results, it is found that the internationalization of educational management at Wenshan University is still in the initial development stage, and there are obvious shortcomings and restrictive factors compared with the high-quality development requirements of the new era, as shown in Table 2.

Table 2 Existing Shortcomings of Internationalization in Educational Administration at Wenshan University

No.	Type of Shortcoming	Specific Performance	Restrictive Impact
1	Weak Internationalization Awareness	The top-level design of educational management internationalization is insufficient; the understanding of internationalization of secondary colleges and teachers is superficial; the internationalization is regarded as a "supplementary work" rather than a core development strategy	Lack of long-term development planning for internationalization work; the enthusiasm and initiative of all departments to participate in internationalization work are insufficient; the internationalization development is relatively blind
2	Imperfect Management Mechanism	The international exchange and cooperation department has insufficient authority and limited staffing; the coordination mechanism between different departments is not smooth; the evaluation and supervision mechanism of internationalization work is not perfect	Low efficiency of internationalization work implementation; frequent occurrence of departmental coordination problems; difficult to effectively evaluate the effect of internationalization work
3	Single International Cooperation Channel	The cooperation objects are mainly limited to Vietnamese universities; the cooperation content is mostly short-term exchange and Chinese language training; the deep cooperation such as joint training of postgraduates, co-construction of disciplines and joint scientific research is scarce	The scope of internationalization is narrow; the level of international cooperation is low; it is difficult to form in-depth and stable international cooperation relations
4	Shortage of International Talents	Serious shortage of full-time international management talents; few teachers with rich international exchange and teaching experience; lack of high-level foreign teachers with professional academic background	Unable to carry out professional and systematic internationalization management work; the quality of international talent training and academic exchange is limited; it is difficult to meet the demand of high-level internationalization development

Potential Development Opportunities of Internationalization in Educational Administration at Wenshan University.

As a frontier local university adjacent to ASEAN, Wenshan University is endowed with unique potential development opportunities in the process of educational management internationalization under the background of the new era, which are mainly reflected in geographical location, national policy and regional industry demand, as shown in Figure 1.

Figure 1 Potential Development Opportunities of Internationalization in Educational Administration at Wenshan University (Note: The figure is a hierarchical structure diagram, with the core theme of "Potential Development Opportunities of Wenshan University" at the top, and three secondary themes of "Geographical Location Advantage", "National Policy Support" and "Regional Industry Demand" at the bottom, with specific connotations attached to each secondary theme)

1. Geographical Location Advantage: Wenshan Zhuang and Miao Autonomous Prefecture is adjacent to Vietnam, with convenient land transportation and frequent border economic and cultural exchanges. It is an important window for China's opening-up to ASEAN in southwest China. This geographical advantage makes Wenshan University have natural conditions for carrying out cross-border educational exchanges and cooperation, and is conducive to carrying out short-term exchange, on-site teaching and joint research with ASEAN universities.

2. National Policy Support: The national strategies such as the Belt and Road Initiative, the Construction of China-ASEAN Community with a Shared Future and the High-quality Development of Western China have issued a series of policies to support the internationalization of higher education in border areas, including financial support, project approval and talent exchange support. At the same time, the Yunnan provincial government has also formulated relevant policies to promote the educational cooperation between Yunnan universities and ASEAN countries, providing a strong policy guarantee for the internationalization of educational management at Wenshan University.

3. Regional Industry Demand: With the continuous deepening of border economic and trade cooperation, cultural exchange and tourism development between Wenshan Prefecture and ASEAN countries, there is an increasing demand for compound talents who master foreign languages, understand international rules and are familiar with border ethnic culture and regional economy. This regional industry demand provides a clear orientation for Wenshan University to carry out international talent training and discipline construction, and creates a broad market space for the internationalization of educational management.

CONCLUSION AND FUTURE WORK

Conclusion

This paper takes Wenshan University as a case, conducts in-depth research on the internationalization of educational management of frontier local universities in the new era, and draws the following main conclusions: First, Wenshan University has carried out a series of practical explorations in the internationalization of educational management, forming practical cases such as international talent training, cross-border academic exchanges and management system construction, and initially accumulating experience for the internationalization development of frontier local universities. Second, the internationalization of educational management at Wenshan University is still in the initial development stage, and there are many prominent shortcomings such as weak internationalization awareness, imperfect management mechanism, single cooperation

channel and shortage of international talents, which have become the main restrictive factors for its high-quality development of internationalization. Third, Wenshan University has unique potential development opportunities in the internationalization of educational management, including the geographical location advantage adjacent to ASEAN, the strong support of national and local policies, and the huge demand of regional industry for international compound talents, which provide important conditions for breaking through the development bottleneck.

On the basis of the above conclusions, this paper puts forward innovative strategies for the internationalization of educational management at Wenshan University from four aspects: shaping internationalization awareness, improving management mechanism, expanding cooperation channels and cultivating international talents. At the same time, the paper outlines the three-stage future development pathway of "foundation laying - characteristic development - high-quality integration", which provides a clear direction for the internationalization development of educational management at Wenshan University. In general, the internationalization of educational management of frontier local universities cannot copy the development model of key universities and coastal universities, but must combine their own regional characteristics, school-running positioning and development demands to take a characteristic development path of "rooted in the frontier, facing ASEAN and serving the region".

Future Work

The research on the internationalization of educational management at Wenshan University has obtained certain results, but there are still some limitations, and the follow-up research can be further expanded and deepened from the following aspects: First, the research object of this paper is a single case of Wenshan University, and the follow-up research can expand the research scope to multiple frontier local universities in Yunnan Province or southwest China, carry out comparative case research, and summarize the common laws and individual characteristics of the internationalization of educational management of frontier local universities. Second, this paper mainly focuses on the qualitative analysis of the internationalization of educational management, and the follow-up research can construct a quantitative evaluation index system for the internationalization of educational management of frontier local universities, and carry out empirical evaluation and data analysis on the internationalization development level of Wenshan University and similar universities. Third, the innovative strategies and development pathways proposed in this paper are mainly based on the current development situation, and the follow-up research can track and study the implementation effect of the strategies in the actual development process of Wenshan University, and adjust and optimize the strategies and pathways according to the actual implementation situation.

In the future, with the continuous deepening of China's higher education internationalization and the continuous improvement of the opening-up level of frontier areas, the internationalization of educational management of frontier local universities will face new development situations and demands. The follow-up research will continue to focus on the development of internationalization of educational management of frontier local universities, combine the new changes of national policies and regional development, carry out in-depth and systematic research, and provide more abundant theoretical support and practical reference for the high-quality and characteristic development of frontier local higher education.

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