Research on the Strategy of Establishing the Scientific Research Goal of the Teachers of Applied Universities

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Abstract. The research goal of the applied undergraduate college teachers is determined by many factors. It is necessary to fully understand the scientific research environment and personal pursuit of the teachers, so as to formulate scientific and reasonable scientific research target incentive policies and methods, and guide the teachers to establish long-term scientific research objectives. So it makes them actively engaged in education and scientific research. And then enhance the scientific research standards and the quality of teachers of the application undergraduate universities.

Introduction

At present, with the rapid development of social economy, it is more and more necessary to improve the application undergraduate college teachers' scientific research ability[1]. In this society, the combination of education and scientific research is an important way to cultivate innovative teachers. And to improve the impact of economic and social development of the quality of the vast number of workers, it also must has innovative teachers. In today's social development of the diversification and high-speed context, the application undergraduate education also shows the characteristics of openness and internationalization. The reform and development of applied undergraduate education is an inevitable trend. Modernization, socialization, industrialization and lifelong are promising prospects for future application undergraduate education. Therefore, the society requires a lot of application skills, complex talents today. It is not enough to cultivate them with undergraduate educators who have extensive knowledge and experience. Facing the complex changes in the market today, this requires our applied educators to have a clear understanding of the nature of the problem, to absorb and apply a large number of new and useful information, to solve new problems and to innovate technology bravely. Therefore, for the application college teachers, become a "double teacher" teacher, it is only part of the career development, but also continue to develop into a set of "learning", "scientific research", "double teacher" teacher. Some experts believe that the future growth and development of teachers career "apartment" is a university. The degree of teacher's future growth and development is directly determined by the relationship between the teacher and the "apartment"[1]. Therefore, for the application undergraduate colleges, it is an important task of university management to cultivate actively the application type, scientific research and learning teachers. It requires the application universities through scientific research management reform, to promote teachers based on their own educational practice to establish the long-term scientific research objectives, and actively participate in education and scientific research, so as to enhance the level of the application undergraduate colleges and the quality of teachers.

Actively Create a Scientific Research Environment for Teachers

Teachers are individuals in the management of applied undergraduate colleges. Colleges and universities want teachers to gradually develop into a "double teacher", "scientific research", "learning" teachers, even the individual behavior of teachers, but also rely on applied undergraduate colleges have their own mature teacher training, scientific research management system and Mechanisms to monitor and protect. In other words, the application undergraduate colleges and
Universities must establish a system of regulation and management which is conducive to teachers gradually developed into a "double teacher", "scientific research", "learning" teachers.

First of all, the management orientation of colleges and universities should be teacher development. Application undergraduate colleges and universities develop a variety of scientific research management system. Its ultimate goal is not the system itself, but to give full play to the role of the system, so that make the system to promote teachers to actively participate in scientific research activities. Therefore, application undergraduate colleges and universities develop the system at the same time, to take full account of the institutional constraints of the group. What kind of system can more effectively promote teachers to join education, care for scientific research and so on.

Second, the scientific research activities of university teachers should be flexible and free. Cultivating or stimulating teachers' self-development awareness is a key factor which a college undergraduate teacher develops into a "double teacher", "scientific research", "learning" teacher. Application undergraduate colleges and universities must consider how to provide teachers with free thinking space, how to promote the healthy development of teachers with self-development awareness and so on.

**Vigorously Promote the Outstanding Research Teacher Deeds that it Promotes the Formation of Teachers' Professional Beliefs**

The inner power of a person's progress and the goal of promoting personal growth are beliefs. For the application undergraduate colleges, in order to make teachers gradually developed into a "scientific research", "learning" teachers, it must be the teacher's own and professional activities together to develop a teacher's professional beliefs.

In addition, we should actively create a teacher knowledge sharing atmosphere, so as to promote teachers' professional development and development. Therefore, it is necessary to carry out the demonstration activities of scientific research and academic conferences for applied undergraduate colleges. It is the primary work to set up an example for the development of applied college teachers, to awaken teachers' professional consciousness and realize the teachers' life value for the applied colleges and universities. Such as the exchange of academic conferences, seminars, lectures, etc., which can present high-level research teacher's. And each work show will give other teachers a great incentive to stimulate young teachers to enhance their own research level of internal motivation.

For example, number of outstanding scientific research workers is selected annually in the whole school of liberal arts and science and is given material reward. For three consecutive years into the top three of the liberal arts and science research ranked, is given priority to recognition and reward. The school holds an annual scientific research commendation meeting. It is aim to recognize staff and units who achieve outstanding achievements in the scientific research work.

**Establish the Mechanism of Scientific Aid Assistance Measures, in order to Solve the Difficulties in Teachers' Academic Activities.**

Most teachers are aware of the importance of the research now. So there are more and more teachers to join the teaching and research activities. But because of their lack of teaching and research methods and other reasons which affected their enthusiasm for teaching and research and the quality of scientific research. Therefore, to enable teachers to establish scientific research awareness, to participate in educational science research, applied colleges and universities will help teachers to solve the difficulties of scientific research activities.

First of all, we should give full play to the leading role of experts. Expert leadership is to communicate or listen to education expert, outstanding scientific research workers with the zero distance. So that young teachers establish their own teaching and research work ideas. Teaching and research work enthusiasm is activated. In teaching and research work they can find "focus."
Second, we should pay attention to the "push" role. It is "push" that units of colleagues, school rules and regulations promote. It is "push" that local application colleges and universities show the personal research advanced deeds of outstanding research teachers through the development of the system of teaching and research results evaluation, evaluation and high level of achievement reward and so on, so as to improve the enthusiasm of teachers engaged in teaching and research activities. Units of colleagues to promote, that is, the formation of a strong atmosphere of teaching and research. Actively carry out academic seminars, scientific research and other forms of exchange. Finally, it is to develop and improve the scientific research related to a series of rules and regulations management system, the target management system, the results of reward system to promote teacher research work.

Vigorously Advocate Teaching and Research Occupy the Same Position

For the general application colleges and universities, although the teaching is the main, but also need to do research. On the contrary, for research University, although the scientific research is the main, but teaching also has been engage. Teaching and research in both types of colleges and universities are complementary, interdependent and mutual promotion of the two functions[2]. Engaged in scientific research, can help teachers in the university classroom to improve teaching methods and update the classroom teaching content, but also to help teachers improve their teaching level and classroom teaching quality. On the contrary, classroom teaching is engaged in the premise and foundation of scientific research. It not only helps teachers to systematize books, but also provides ideas for engaging in scientific research[3]. Therefore, the application college teachers engaged in scientific research at the same time. And teachers can obtain new knowledge in the scientific research activities, who should introduce it into the classroom teaching. Thus promoting the improvement of teaching level.

Establish a Reasonable and Effective Incentive Mechanism for Scientific Research. Stimulate the Enthusiasm of Teachers Research

Application colleges and universities develop and improve the system of application research incentive policy based on the actual situation. In the original scientific evaluation system based on the characteristics of different disciplines, increase the application of scientific research evaluation system indicators, improve the old scientific research evaluation system. Through a good incentive mechanism and a positive guide to encourage teachers to apply technology-based change, to produce a large number of output applications scientific research. For example, the purpose is in order to encourage teachers to declare high-level projects, by rewarding the project leader (host) 30 to 50 standard hours. Declare the provincial and ministerial level, the national scientific research project leader, where the school recommended to the higher authorities, regardless of project approval or not.

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References

