

Issues and Countermeasures in the Recruitment of Educational Talents in Universities

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Abstract: Universities serve as the nurturing grounds for high-quality talents, and their development level directly impacts the nation's economic growth and competitiveness enhancement. In the process of university development, talent recruitment is a crucial aspect, directly influencing universities' academic levels, research and innovation capabilities, and talent cultivation quality. Currently, there are certain practical issues in the recruitment of educational talents in universities. This paper analyzes these issues and discusses effective countermeasures, aiming to provide some reference for relevant individuals and jointly contribute to the high-quality development of higher education.

Keywords: Universities; Recruitment of educational talents; Issues; Countermeasure paths

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1. Introduction

Talent is the primary resource and the core driving force for the reform and innovative development of universities. However, there are currently a series of issues in the recruitment of educational talents in universities, such as limited recruitment channels and imperfect evaluation systems, which directly affect the quality of talent recruitment and hinder the modernization reform and development of higher education^[1]. In this regard, in the new era, we must grasp these practical issues while actively exploring effective countermeasure paths, thereby promoting the reform and innovation of talent recruitment in universities and comprehensively advancing the modernization reform and high-quality development of higher education.

2. Issues in the recruitment of educational talents in universities

2.1. The single channel for talent introduction limits the diversity of talent sources

Currently, this school has a problem with a single channel in introducing educational talents, and mainly relies on public recruitment and online information release, and other channels. Although this traditional model has a stable channel, the effect is not good. Especially, its coverage is relatively limited, which directly affects the diversity

and extensiveness of talent introduction ^[2]. At the same time, it can be seen that the current higher education has also set off a reform wave of international development. Some colleges and universities lack the use of diverse channels in the process of talent introduction, resulting in insufficient cross-cultural and international perspectives of the introduced talents, which also affects the improvement of the quality of educational talents. In addition, in the process of introducing educational talents, colleges and universities often focus on support and academic qualifications, and lack considerations of the teaching experience and practical innovation ability of educational talents, making these talents unable to complete practical tasks well in educational positions, thereby affecting the educational level and competitiveness of colleges and universities ^[3].

2.2. Imperfect evaluation system and lack of scientificity in talent assessment

In the process of introducing educational talents in colleges and universities, talent evaluation is a key link. The significance of doing this link well lies not only in ensuring the quality of talent introduction, but also in being related to the educational development level of the school ^[4]. However, it can be seen that some current colleges and universities still have problems such as inconsistent standards and imperfect systems in the evaluation of educational talents. For example, some colleges and universities focus on the quantity of academic achievements such as the number of papers published and the number of scientific research projects of educational talents, lacking evaluations of their academic influence, teamwork ability, educational innovation ability and social service ability. This also leads to the inability to truly grasp the actual ability and future potential of the objects in the process of talent introduction, hindering the high-quality development of talent introduction. In addition, in the process of talent evaluation, human relationship factors and subjective factors of relevant personnel also generally exist, which also leads to the lack of scientificity in talent assessment and affects the accuracy and fairness of the results.

2.3. Mismatch between remuneration and expectations, affecting the enthusiasm of talents

For educational talents, the issue of remuneration is one of the key points they focus on. However, some universities have problems of mismatch between the provided remuneration and the expectations of talents ^[5]. Firstly, the salary and welfare level are not high, resulting in the loss of educational talents. This situation often occurs in some economically underdeveloped regions or some emerging disciplinary fields. Due to the unreasonable design of salary and welfare, the attractiveness of the positions is insufficient, and the effect of talent introduction is naturally not satisfactory. Secondly, although the salary and welfare are acceptable, the support in terms of living conditions and career development is insufficient. Besides salary and remuneration, educational talents also pay much attention to factors such as career development and living conditions. However, some universities have insufficient support in these aspects, which directly affects the enthusiasm of educational talents to join and also affects the stability of their work ^[6].

2.4. Insufficient administrative support, restricting the role of talents

In the work of introducing talents in colleges and universities, administrative support is an important guarantee for talents to integrate into the new environment and play their roles. However, at present, the administrative support in the process of introducing educational talents in some colleges and universities is insufficient. For example, the administrative approval process in some colleges and universities is too cumbersome, resulting in talents wasting a lot of energy and time in handling entry procedures, obtaining academic resources, and applying for scientific research projects. This will lead to a decrease in talents' satisfaction with the working environment

and their sense of belonging to the school. Another example is that the communication and coordination mechanism in the administrative management process of some colleges and universities is imperfect, which makes educational talents encounter certain obstacles in the process of integrating into their new jobs and communicating with other departments. This also directly affects their subsequent policy work and life, and limits the exertion of their functional roles^[7].

3. Effective countermeasures for the recruitment of educational talents in colleges and universities

3.1. Broadening recruitment channels and constructing a diversified recruitment mechanism

In the current process of recruiting educational talents in colleges and universities, the singularity of recruitment channels has become an important factor restricting the quality and efficiency of talent recruitment. To effectively address this issue, colleges and universities should deeply promote a diversified talent recruitment mechanism, further broaden the channels for recruiting educational talents, and ensure the breadth and diversity of talent recruitment^[8].

Firstly, talent recruitment should be innovated based on university-enterprise cooperation. At present, university-enterprise cooperation is an important platform to effectively promote the recruitment of educational talents in colleges and universities. In this regard, colleges and universities should actively seek cooperation with social enterprises, strengthen cooperation with them in scientific research projects and laboratory construction, introduce excellent teachers from enterprises, make up for the relative lack of practical experience of educational talents in schools, and further improve the teacher structure. For example, regarding the recruitment of educational talents in computer science, colleges and universities can collaborate with internet companies to jointly carry out scientific research projects and require their technical backbone to serve as guest professors to teach students and guide practical projects, so that students can better understand industry needs and development trends.

Secondly, international talent exchange and recruitment should be strengthened. In the face of the current trend of internationalization in higher education, colleges and universities should strengthen international exchanges and the introduction mechanism for educational talents during the talent recruitment process, focusing on introducing talents with international visions and cross-cultural abilities. Specifically, colleges and universities can actively cooperate with foreign higher education institutions and scientific research institutions to carry out activities such as teacher and student exchanges and visits, and introduce some excellent scholars and teachers to come to the school for education and teaching^[9]. At the same time, colleges and universities can actively host and participate in international academic seminars and other activities to attract the attention of more international talents and create more opportunities for the introduction of high-quality educational talents. For example, some colleges and universities hold international academic conferences annually, invite internationally renowned scholars to give lectures, showcase the school's academic strength and research achievements, and attract the attention and participation of many international talents. Furthermore, the construction of the talent resource pool can be improved to ensure the breadth of educational talent recruitment. Specifically, data and information on the academic achievements and work experiences of various educational talents can be collected and organized, and then a talent resource pool can be established, with close communication with talents who meet the standards, regularly introducing the school's talent recruitment plans and development situations to them, and strengthening

their sense of identity and belonging to the school, thereby laying a solid foundation for subsequent talent recruitment work.

Lastly, talent recruitment methods should be optimized, which means actively utilizing new technologies and means to improve the path for recruiting educational talents based on focusing on the application of traditional talent recruitment methods^[10]. For example, colleges and universities can actively use internet platforms to publish talent recruitment information or try to recruit high-quality educational talents through headhunting companies. Another example is to publish talent recruitment plans through social media to expand the coverage of talent recruitment publicity and further improve the quality and effectiveness of educational talent recruitment.

3.2. Improving the evaluation system to ensure scientific and fair evaluation

In the process of recruiting educational talents in colleges and universities, talent evaluation is a crucial link. A scientific and fair evaluation system can not only ensure the quality of introduced talents but also stimulate their innovative vitality and work enthusiasm. Therefore, facing the evaluation issues existing in the current process of recruiting educational talents in colleges and universities, colleges and universities should continuously improve the evaluation system to ensure the scientificity and fairness of talent recruitment evaluation.

Firstly, scientific talent evaluation standards should be established. Specifically, when considering the academic achievements of educational talents, colleges and universities should also pay attention to their teaching innovation abilities, social service abilities, and ethics and conduct as teachers and other qualities. On this basis, some specific evaluation indicators should be refined, such as referring to the citation frequency of their academic achievements and the actual value created by scientific research results when evaluating academic achievements, thereby more scientifically evaluating their academic achievement situation; for the evaluation of their teaching innovation abilities and teaching quality, comprehensive reference should be made to information from student evaluations, teaching supervision, etc., to comprehensively understand the actual abilities and comprehensive qualities of educational talents^[11].

Secondly, the evaluation mode should be innovated, and third-party evaluations should be introduced to better improve the scientificity and objectivity of educational talent recruitment evaluation. For example, colleges and universities can cooperate with off-campus third-party evaluation agencies, relying on their professional teams and scientific evaluation methods to evaluate educational talents, further ensuring the pertinence and scientificity of talent recruitment. Furthermore, colleges and universities should strengthen the supervision and management of the evaluation process to ensure the fairness and impartiality of evaluation results. In this regard, a corresponding evaluation supervision mechanism and team can be established to supervise the entire process of educational talent evaluation to ensure the standardization and fairness of the evaluation process^[12]. At the same time, colleges and universities should also strengthen the training and management of evaluators, improve their professional quality and ethics, and ensure that they can evaluate talents objectively and fairly.

3.3. Optimizing compensation packages to meet talent development needs

A competitive salary and welfare system, and a complete career development platform are important factors in attracting and retaining outstanding talent. Therefore, to better promote the recruitment of educational talents and increase their enthusiasm and stability, colleges and universities should improve compensation packages to meet the development needs of educational talents and further ensure their introduction effects and subsequent work stability.

Firstly, compensation and benefits should be optimized to continuously improve competitiveness in terms

of salary, thereby attracting more highly educated talent. Based on market conditions and considering their own actual situations, colleges and universities should improve the compensation and benefits for educational talents and continuously increase the attractiveness of salary and benefits. For example, colleges and universities should ensure that the salary levels of educational talents are comparable to those in the same region and industry. On this basis, set some excellent rewards based on the actual performance of educational talents to stimulate their work enthusiasm and improve their job stability. Another example is that in terms of welfare benefits, colleges and universities should optimize and innovate based on the considerations of educational talents in terms of their children's education, social security, and housing. For instance, talent apartments or housing subsidies can be provided for teachers, which can not only solve their life concerns but also improve their sense of belonging and satisfaction, achieving multiple benefits^[13].

Secondly, a complete career development platform should be established based on the development needs of educational talents to provide them with good growth space. On the one hand, colleges and universities should improve education and training, provide educational talents with teaching ability and skill training opportunities, and enhance their comprehensive strength. For example, experts can be regularly invited to conduct academic seminars and exchanges to bring new educational ideas and technologies to educational talents and improve their overall educational abilities. On the other hand, scientific research investment should be increased to provide educational talents with more scientific research project opportunities and research funding support to promote their scientific research innovation. On this basis, colleges and universities should also optimize the talent promotion mechanism and title assessment system to provide good promotion opportunities for teachers. For example, development channels, both horizontal and vertical, can be provided for young teachers to incentivize them to continuously improve themselves and achieve better development.

Lastly, the incentive system should be optimized to stimulate the work enthusiasm of educational talents. For example, colleges and universities can establish a complete incentive mechanism based on multiple modules such as teaching, scientific research, and social services, commend those educational talents who perform excellently in these modules, and improve their professional sense of honor and belonging^[14].

3.4. Strengthening administrative support to facilitate rapid integration of talents

An efficient and convenient administrative service system can help talents quickly adapt to the new environment, improve work efficiency and satisfaction. For the recruitment of educational talents in colleges and universities, administrative support is an important guarantee for ensuring talent stability. Therefore, in the new era, colleges and universities should strengthen administrative support to facilitate the rapid integration of educational talents and enable them to play their roles and values.

Firstly, the corresponding approval processes should be simplified to continuously improve administrative service efficiency. Regarding the handling of employment procedures for educational talents, colleges and universities should create a one-stop service model, actively promote the integration of work from various departments, improve approval processes, and reduce the time cost for talents in this process. In terms of academic resources, colleges and universities can establish a complete academic resource library to provide educational talents with various learning resources for education and teaching, and self-improvement^[15]. In addition, in terms of scientific research project applications, the corresponding processes should also be simplified, such as by utilizing internet approvals to promote scientific research project applications and continuously improve related work efficiency.

Secondly, environmental construction should be optimized to provide a good working environment for

educational talents and continuously improve their sense of responsibility and belonging. Specifically, colleges and universities should improve campus culture construction on the one hand, create a positive and helpful atmosphere, promote the integration of educational talents, and actively promote the establishment of teaching and research teams. Teachers should be organized to communicate and exchange regularly, creating a good academic exchange and working atmosphere where difficulties are solved together by everyone, laying a solid foundation for educational talents to better shine.

4. Conclusion

In conclusion, facing the practical issues of talent recruitment, universities should actively utilize new ideas and methods to comprehensively optimize talent recruitment and safeguard mechanisms. The focus should be on promoting the introduction and integration of highly educated talents through various means such as broadening recruitment channels, improving evaluation systems, optimizing benefit allocations, and strengthening administrative support. In this way, the quality and competitiveness of education and teaching can be enhanced, thereby achieving the goals of modernization reform and high-quality development.

Disclosure statement

The authors declare no conflict of interest.

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