



# An Analysis of Social Service Roles and Functions of Colleges and Universities in the Development of New Quality Productive Forces

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**Abstract.** New quality productive forces represent a brand new quality of productivity. Colleges and universities play an important role in the development of new quality of productivity as the training base of new quality talents, the source of new technology and the incubator of new products and new services. Through its unique social service function, colleges and universities actively promote technological innovation and popularization, provide consulting services and decision-making support, promote industry-university-research collaborative innovation, and play a leading role in cultural inheritance and innovation. In order to better play its social service function, colleges and universities need to continuously optimize the allocation of resources, explore and innovate the new model of social service, improve the internal incentive mechanism, and build a scientific and reasonable social service evaluation system.

**Keywords:** New quality productive forces; Colleges and universities; Social work.

## 1 Introduction

New-quality productive forces represent a leap in technological innovation and embody the inevitable trend of China's economic development in the new era. In this grand historical process, universities and colleges bear the important responsibility of cultivating future talents, promoting the progress of science and technology, and serving social development, continuously facilitating scientific and educational innovation and talent cultivation, advancing the deep integration of industry, academia, research, and application, and becoming the cradle and incubator of new-quality productive forces. Faced with the rapid development and profound changes of new-quality productive forces, universities and colleges need to continuously adapt and adjust, giving full play to their unique social service functions. What roles should universities and colleges assume in the development of new-quality productive forces? How can they better exert their social service functions? These questions are worthy of in-depth thinking and exploration. This paper reviews the profound connotation of new-quality productive forces, analyzes the role of universities and colleges in the development of new-quality productive

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forces, clarifies their social service functions, and offers suggestions for promoting universities and colleges to better exert their social service functions and empower the development of new-quality productive forces.

## **2 Overview of New Quality Productive Forces**

The new quality productive forces represent a brand new state of productive quality, characterized by high technology, high efficiency, and high quality. It is fundamentally defined by the leap in the combination of laborers, means of production, and objects of labor, along with their optimized integration. Compared to traditional productive forces, the new quality productive forces place more emphasis on innovation-driven growth and rely on the power of science and technology to promote industrial transformation and upgrading [1]. Among the three elements of new quality productive forces, the main characteristic of laborers is their innovation-led mode of labor. These laborers possess knowledge-intensive and creative labor capabilities, as well as a strong ability to update knowledge and continue learning. The means of production are marked by information, digitization, and intellectualism, relying on advanced science and technology to achieve automation of the production process and highly depending on data-driven production decisions. The characteristics of the objects of labor are reflected in the highly personalized and customized product demands, as well as the creation of non-physical form of value. Additionally, it emphasizes environmental protection and the sustainable use of resources. This new model of productive forces not only represents an innovation in the mode of production but also reflects the relentless pursuit of efficiency, environmental friendliness, and sustainable development.

## **3 Role Positioning of Colleges and Universities in the Development of New Quality Productive Forces**

### **3.1 Training base for New Quality Talents**

Colleges and universities are the drivers of Chinese-style educational modernization, practitioners of high-quality educational development, and above all, the training base for new quality talents. These new quality talents, with their unique spirit of innovation and practical abilities, inject vitality into the sustainable development of enterprises and emerging industries, where the demand for such talents is also growing. Relying on their abundant educational resources, colleges and universities provide a solid material foundation for the cultivation of new quality talents. These resources include not only high-quality faculty, advanced teaching facilities, but also extensive library materials and cutting-edge scientific research databases [2]. Through their studies, students can deeply engage with and master the most advanced knowledge and technologies, thereby cultivating new quality talents with innovative spirit and practical abilities.

### **3.2 The Origin of New Technologies**

In the wave of scientific and technological innovation, every breakthrough requires the support of new technologies, and colleges and universities, as the origin of new technologies, undoubtedly play a pivotal role. In basic research, colleges and universities have a profound foundation and unique advantages. By concentrating innovative resources, they can promote in-depth exploration of basic research, continuously producing new scientific discoveries, thereby accumulating research results, and ultimately transforming them into disruptive new technologies that provide strong support for the development of emerging industries [3]. In terms of interdisciplinary integration, colleges and universities also demonstrate unique advantages. As scientific research deepens and becomes more specialized, the boundaries between different disciplines are gradually blurred, and interdisciplinary integration has become an important way to promote scientific development. By establishing interdisciplinary exchange platforms, colleges and universities promote in-depth communication and cooperation between different disciplines, thus generating more innovation points and new technologies. Interdisciplinary integration not only helps to drive the emergence of new technologies but also reserves valuable talent resources for future scientific research and industrial development. In the transformation of scientific research achievements, colleges and universities also play an important role. Through deep cooperation with enterprises, research institutes, and other institutions, they transform scientific research achievements into actual productive forces, thus promoting the industrialization of new technologies. This transformation and application not only provide new momentum for the development of enterprises and emerging industries but also further consolidate the core position of colleges and universities in the scientific and technological innovation system.

### **3.3 Incubators of New Products and Services**

Under the background of new quality productivity, the demand for products from enterprises and consumers is increasingly leaning towards high rationalization and customization, while also emphasizing the creation of non-physical value, as well as environmental protection and the sustainable use of resources. Leveraging their profound academic heritage, interdisciplinary research capabilities, and close industry-academia-research collaboration, universities have become ideal incubators for new products and services. In the process of developing new products and services, an increasing number of universities are beginning to pay attention to market dynamics and consumer needs, providing products and services that meet personalized and customized demands. Through interdisciplinary research and collaboration, they integrate knowledge and technology from different disciplines to create products with unique competitive advantages, satisfying consumers' pursuit of highly personalized products. At the same time, more and more universities are focusing on the creation of non-physical value, incorporating elements such as culture, art, and design into products to enhance their cultural and aesthetic value, bringing consumers a richer spiritual experience. Addition-

ally, universities are placing greater emphasis on environmental protection and the sustainable use of resources in the research and development of new products and services. By promoting research in areas such as green technology, eco-friendly materials, and circular economy, they integrate the concept of sustainable development into the R&D process, driving the green transformation and sustainable development of industries.

## **4 The Social Service Functions of Colleges and Universities in the Development of New Quality**

### **4.1 Promoting Technological Innovation and Dissemination**

Colleges and universities, as the forefront of scientific and technological innovation, play a primary role in the social service function in the development of new quality productive forces by fostering technological innovation and dissemination. By focusing on the scientific frontier and actively planning and cultivating national key laboratories in line with their own development, they conduct interdisciplinary and cross-disciplinary research, promoting the close integration of major fundamental research facility construction and significant scientific discoveries to enhance innovation efficiency. At the same time, colleges and universities should strengthen basic research oriented towards application, strategically planning in areas of basic research that are urgently needed by the nation and aligned with major national strategies. They should gather scientific research resources to advance original, leading, and disruptive technological innovations, thereby enhancing the level of original innovation in the field of basic research [4]. In order to benefit society and the people more extensively with scientific and technological achievements, colleges and universities need to strengthen the implementation and promotion of these achievements. By converting them into real productive forces through methods such as technology equity investment, and by establishing renowned enterprises and creating brand-name products, they can transform their scientific and technological achievements into new products, further promoting industrial upgrading and economic development.

### **4.2 Consultation Services and Decision Support**

In the context of new quality productive forces, the scientific nature and foresight of decision-making are increasingly important. As the cradle of knowledge innovation and talent cultivation, colleges and universities have a unique advantage in multidisciplinary technology and management talent. They provide indispensable consultation services to governments, enterprises, and institutions in the fields of decision-making, management, and technology, becoming a significant force in promoting social progress and economic development. In terms of technological innovation, colleges and universities can closely follow the latest trends in science and technology, capturing and sharing cutting-edge technology information and trends with enterprises, thereby helping them to construct and optimize their technological development plans. In the

realm of scientific management, the in-depth exploration of modern management philosophy and practical methods by colleges and universities can provide robust management optimization solutions for enterprises, helping them to enhance the efficiency and effectiveness of their management processes. In the field of decision support, colleges and universities leverage their profound foundation in policy, economic, and social research to provide policy-makers with scientific references and strategic recommendations. At the same time, colleges and universities, with their unique academic prestige and social influence, play an irreplaceable role in guiding public opinion. Particularly in the face of hot issues and major events, colleges and universities can provide society with objective and comprehensive information and perspectives through authoritative analysis and interpretation, thereby promoting rational thinking and sustainable development in society.

### **4.3 Promoting Industry-University-Research Collaborative Innovation**

Industry-university-research collaborative innovation is an important model for promoting technological innovation and industrial upgrading[5-6], and it is also a significant way for colleges and universities to serve society in the development of new quality productive forces. Through cooperation, colleges and universities, enterprises, and research institutions jointly conduct research and development of scientific research projects. This not only promotes the optimal allocation of scientific and technological resources but also accelerates the transformation and application of scientific and technological achievements, injecting new vitality into economic and social development. Teachers and students in higher education institutions can also participate in industry-university-research cooperation projects, applying what they have learned to solve practical problems, thereby enhancing their practical and innovative abilities. Enterprises, with their keen market insight, can guide the research direction of colleges and universities and research institutions, ensuring the practicality and commercial value of research results. Research institutions possess advanced scientific research equipment, abundant data resources, and comprehensive scientific research management systems, which can provide important platform support for industry-university-research collaborative innovation. Based on the scientific research platform, colleges and universities, as well as enterprises, can share scientific research resources and conduct in-depth cooperative research, promoting technological innovation and industrial development. Therefore, colleges and universities play a social service function in promoting industry-university-research collaborative innovation in the development of new quality productive forces.

### **4.4 Cultural Inheritance and Innovation Leadership**

As a new form of productive forces, new quality productive forces represent not only the enhancement of material productive forces but also the improvement of soft powers such as culture, science and technology, and education. Therefore, the development of new quality productive forces needs to be rooted in a profound cultural soil. This cultural soil provides not only the spiritual foundation and cultural support for new quality

productive forces but also guides their development direction through cultural innovation. At the same time, it forms a positive interaction with fields such as science and technology and education, jointly promoting the sustained development and progress of new quality productive forces. As a hub for cultural inheritance, colleges and universities can preserve and promote excellent traditional culture and deepen the understanding of traditional culture among students and the public through courses, lectures, and exhibitions, thereby strengthening cultural confidence and aiding the development of new quality productive forces. Meanwhile, colleges and universities can also explore the modern significance of traditional culture, promote its innovation, and inject new thinking into the development of various modern fields.

## **5 Strategies and Suggestions for Promoting the Social Service Function of Colleges and Universities**

### **5.1 Optimize the Allocation of Resources in Colleges and Universities**

With the continuous advancement of higher education reform in China, various colleges and universities have gradually formed their own professional characteristics and areas of strength. Therefore, against the backdrop of new quality productive forces, colleges and universities must have a clear self-awareness, define their direction of social service, and ensure that resources are concentrated in areas with strategic significance and social value. For example, engineering and science colleges can strengthen their services in technological innovation and industrial upgrading, while liberal arts colleges focus more on cultural heritage and social governance. For colleges and universities themselves, they should consciously integrate internal resources according to the development needs of new quality productive forces, break down departmental barriers, and achieve resource sharing and complementary. At the same time, colleges and universities should actively seek cooperation with external resources such as enterprises, governments, and research institutions, and jointly carry out technological research and development, talent training, and other activities through industry-academia-research cooperation and the construction of joint research and development platforms, to achieve optimized allocation and efficient use of resources.

### **5.2 Innovate New Models of Social Service**

To better serve society and the new quality productive forces, colleges and universities must continuously innovate their service models. For personalized services that can be provided to enterprises, colleges and universities can leverage their rich academic resources and professional knowledge to offer technical consultation, technology transfer, and innovation and entrepreneurship services to enterprises. Based on the actual needs of enterprises, they can establish professional research teams to conduct technological research and development and innovation for specific projects, meeting the needs of enterprises for technological upgrading and product innovation. For the employment needs of enterprises, customized talent training plans can be developed to

supply professionals who meet the job requirements of enterprises. For governments, specialized services can be provided, such as establishing think-tank systems, integrating the research resources and achievements of colleges and universities, and offering strategic consulting and planning services to the government. Through cooperation with the government, they can jointly promote the resolution of social issues and the improvement of governance systems. For social organizations, more user-friendly services can be provided, such as using their educational resources and teaching staff to offer professional guidance to social organizations and promote the smooth progress of public welfare projects. By conducting volunteer training activities, the service capabilities and qualities of volunteers can be enhanced.

### **5.3 Improve Internal Incentive Mechanisms in Colleges and Universities**

To promote the social service function of colleges and universities, it is necessary to further improve internal incentive mechanisms and establish a diversified incentive system. First, the teaching reward system should be improved, with awards such as Excellent Teacher Awards and Teaching Achievement Awards established for teachers who excel in teaching activities and have significant teaching achievements, to inspire their teaching enthusiasm and innovation capabilities. Second, research incentive policies should be improved to encourage teachers to actively participate in research projects, providing corresponding financial support and laboratory facilities. Teachers who make significant research achievements should be given corresponding rewards and honors. Third, a social service reward system should be established to commend and reward teachers and students who make outstanding contributions to social service. The forms of rewards can include certificates, bonuses, promotion opportunities, etc., to stimulate the enthusiasm of teachers and students to participate in social service. In the social service work of colleges and universities, market mechanisms should also be gradually explored and introduced. Market-oriented operations can not only improve the quality and efficiency of services but also reduce service costs and increase service benefits.

## **6 Conclusion**

The new quality productive forces represent the inevitable trend of China's economic development in the new era. The role and function of colleges and universities in the development of new quality productive forces in social services are increasingly prominent. In the face of the rapid development and profound changes of new quality productive forces, colleges and universities need to continuously adapt and adjust. On the one hand, they should strengthen cooperation with the industrial sector, deeply understand market demands and industry trends, to ensure the relevance and effectiveness of scientific research and talent training. On the other hand, they should strengthen internal reform and innovation, optimize disciplinary layout and resource allocation, and improve the quality of teaching and scientific research, in order to better serve society and the development of new quality productive forces.

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