

Current Situation of College Students' Leadership Potential and Countermeasures for Enhancement in the Context of New Quality Productivity

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Abstract: The current social employment environment is constantly improving the comprehensive quality requirements of college students, and leadership is one of the focuses of social enterprises on the personal quality of college students. In recent years, more and more researchers in China have invested in research on college students' leadership, making significant contributions to the construction of a high-quality higher education system in China. The new quality productivity was proposed by General Secretary when he hosted a symposium on northeastern revitalization in Heilongjiang Province in September 2023, which not only points out the direction of development and improvement for various industries in China, but also guides the cultivation of China's intellectual workers and the construction of a team of high-quality talents, which is an important reference for college students to enhance their comprehensive quality and ability, and to seek for career development opportunities. On the basis of the existing research related to college students' leadership and other quality-related theories, this paper combines the requirements of new quality productivity for contemporary high-quality talents, analyzes the characteristics of college students' leadership and leadership potential through questionnaire surveys, character interviews, and other methods, and puts forward the relevant suggestions for the enhancement of college students' leadership potential on this basis.

Keywords: College Students' Leadership; Comprehensive Quality; New Quality Productivity

1. Introduction

Since it was put forward in 2023, the new

quality productivity has been concerned and discussed by all walks of life, and many experts and scholars have conducted researches centering on the concept of "new quality productivity", and interpreted and extended the related concepts in it. For example, Qi Wenhao and others compare the new productivity with the traditional productivity based on the four "new" dimensions, explaining that the new productivity is "the productivity centered on new workers, new labor objects, new labor tools and new infrastructure". [1] the "new laborers" dimension contrasts new and traditional productivity. the "new laborers" are mainly intellectual workers with advanced cognitive and practical abilities. [1] the "new workers" are mainly intellectual workers with advanced cognitive and practical abilities, who possess a wealth of specialized knowledge across fields and a diversity of solid professional skills, as well as "a high degree of naturalness, sociability, and knowledge". [1] in the new era, college students are the main reserve force in the labor market, and will become the main participants and promoters in the process of the development of the new quality productivity, as well as users and beneficiaries, therefore, improving the comprehensive quality of college students is one of the important issues in the construction of the current talent echelon. and in the comprehensive quality cultivation of college students, the enhancement of leadership has always been an issue of concern.

"Higher education is an important indicator of a country's level of development and potential", as stated in the "Accelerating the construction of a high-quality higher education system by making high-quality development the lifeblood of education." [2] . the quality of higher education is not only determined by the efforts of colleges and universities and teachers, but

also the learning status of college students to a certain extent affects the development of higher education. Due to many factors, some college students are not able to complete their studies and find their future employment and development direction. Leadership is an important force that drives college students to awaken themselves, seek growth, get rid of confusion and distress, and find the direction of life. It is mentioned in the Outline of the National Medium- and Long-Term Educational Reform and Development Plan (2010-2020) that the leadership training of college students should be listed as a key point in the cultivation of university talents. [3] Therefore, it is worthwhile for college students, corporate governments and even the whole society to think about the issues related to the improvement of college students' leadership potential. the cultivation of college students' leadership quality has been widely emphasized since the 1980s. [4] in China, relevant courses have also been introduced; while the research and application of college students' leadership in the United States began in the 1970s. [5]

The development of new quality productivity needs the support of high-quality talents, and the cultivation of high-quality talents not only requires the efforts of the government and all walks of life, but also plays an indispensable role in the talents' own high driving force and high leadership. Based on this, this paper combines the "Three Forces Potential Model" and other theories proposed by PRI Potential Research Institute with localized characteristics, and conducts a research on the current situation of college students' leadership potential and enhancement countermeasures in the context of new quality productivity through the survey of managers and entrepreneurs of enterprises and public institutions.

2. Relevant Theoretical Studies

(i) Quality iceberg model

The quality iceberg model is proposed by the "father of quality" David-McClelland, which divides the individual qualities of a person into two parts, above and below the level of the iceberg, as Table 1.

Table 1 Iceberg Quality Model Levels and Interpretations

portion	level	an explanation of the meaning of words or phrases	specificities
Above the level	technical ability	Skills and mastery of technology that the individual is able to use	Easy to know, easy to measure and relatively easy to change through training and learning; develops later and can be further developed later in life
	knowledge-related	The sum of knowledge and experience-based information that an individual possesses in a domain	
subhorizontal	healthy attitude	Individuals' views on things and values of importance, necessity, etc. of things	latent, difficult to detect, and cannot be visually judged or measured by humans; early in the journey, and with little chance of changing them through training and learning
	self-image	Personal perception and positioning of self-image	
	attributes	Individuals' personality and physical characteristics show a continuous response to the environment and various information	
	locomotive	Individuals' ideas and needs that continually drive behavior	

In the quality iceberg model, the ratio of the upper and lower parts is 1:9, which means that what people can intuitively sense about others is just the tip of the iceberg, and more qualities and traits need to be slowly discovered over a long period of time in contact. It also means that everyone's potential is huge and needs to be reasonably developed and utilized.

Some scholars have pointed out that "the development of new quality productivity requires highly qualified talents with diversified knowledge and cognition". [1] the

new quality of productivity requires workers to have unique and innovative thinking and high level of skills. It can be seen that under the current requirements of the new quality productivity, the knowledge and skills of high-quality workers are highly concerned, and college students should cultivate their own diversified knowledge and high-level skills. the traits of the potential layer in the iceberg model of quality help college students to make correct self-knowledge and provide them with self-driven power, which in turn promotes the

growth of personal knowledge and skills.

(ii) "Three Forces Potential Model"

The "Three-Power Potential Model" was developed by the PRI Potential Research Institute based on long-term theoretical research and data analysis, and incorporates the characteristics of local talent. It includes the three aspects of Exploration, Empathy, and Creativity, and its corresponding core leadership content is "leading oneself, leading others, and leading the business".

"Leading oneself" means self-cultivation, actively learning new knowledge and skills and trying new things, and courageously exploring and questioning oneself to maintain clarity. "Lead others" means to give guidance to people while leading others and the team, and to give positive and timely feedback to the team and its members. "Leading business" means doing one's job well, cultivating more talents, leading the team to accomplish organizational goals with high quality and efficiency, and achieving high performance. One of the requirements for developing new productive forces with high-quality talent is the ability to learn and be creative. According to the "Three Forces" model of leadership potential, college students' enhancement of exploration and creativity is in line with the trend and requirements of talent cultivation and development in the context of new quality productivity.

By analyzing the "three forces" of leadership potential, understanding the performance status of the existing leadership ability of the researched personnel in the core content of leadership, and further exploring the corresponding leadership potential they possess, the comprehensive analysis of the typical research subjects, and obtaining the inspiration of the improvement of the leadership potential of college students in the context of the new quality of productivity, as Figure 1.

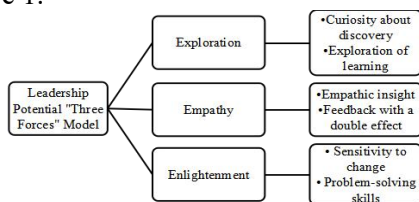


Figure 1. Leadership Potential "Three Forces" Model

(iii) Competency-related theories

The study of competency qualities is more

frequently used in business practice. "Competent quality is a collective term for a set of comprehensive qualities that drive employees to make excellent performance in the management of organizational groups, and is the skills, knowledge, motivation, personal professionalism, etc., that an individual demonstrates in different ways in the workplace". It can help managers in enterprises or other organizations to distinguish between members with excellent and average performance, so as to carry out more scientific organizational management and work improvement.

Competency theory was first developed from a study of the performance problems of U. S. Air Force pilots conducted by American scholar John-Flanagan in the 1940s. [9] He proposed that the core of job analysis is job evaluation, and through a series of analysis successfully formed the prototype of the theory of the quality of competence, the elaboration and use of critical incident technology. Since then, the theory of competency quality has continued to develop, and after a long period of use and improvement, it has finally become an important reference theory for the selection of talents in various enterprises. After completing their studies, college students will enter the society and the workplace, and in the context of the current development of new productivity, the competency quality of the labor force in various industries will become one of the important criteria for judging whether they can become high-quality talents. Therefore, analyzing the competence quality of the survey respondents can also provide corresponding suggestions for college students to enhance their comprehensive quality and personal leadership.

3. New Qualitative Productivity

When General Secretary presided over the revitalization of Northeast China in Heilongjiang in September 2023, he pointed out that "we will actively cultivate strategic emerging industries such as new energy, new materials, advanced manufacturing, electronic information, etc., and future industries to accelerate the formation of new quality productive forces and enhance the new kinetic energy for development"[10] the concept of "new quality productivity" is gradually becoming more and more popular. As a result,

the concept of new quality productivity has gradually come into the public's view. General Secretary put forward, "new quality productivity is generated by revolutionary breakthroughs in technology, innovative allocation of factors of production, and in-depth transformation and upgrading of industries, with the leap in the combination of laborers, means of labor, objects of labor, and their optimization as the basic connotation, and a significant increase in total factor productivity as the core symbol." [11]. From this, we can see that the new quality productivity is qualitatively different from the traditional productivity in all factors, not only focusing on the qualitative change of production technology and materials, but also focusing on the high-quality transformation and upgrading of talents in the whole industry. In addition, new quality productivity is characterized by high technology, high efficiency and high quality, which is characterized by innovation, the key to quality, and the essence is advanced productivity.

New quality productivity is based on the current status of China's socio-economic development, follow the objective development law and put forward, from the concept and connotation of the new quality productivity, can be seen in our country to the new era of labor force requirements gradually increased. Some scholars have proposed that "high-quality talents can provide an objective and realistic internal driving force for accelerating the formation of new quality productivity, which is the first resource of new quality productivity." [12] As the most active factor in social production, it is the first resource of the new quality productivity and the role of talents in the development of new quality productivity cannot be ignored. "Talents are the creators, users and leaders of the new quality productivity." [12]. Therefore, talent cultivation is still an important topic for the development of our society. and college students as an important reserve of social labor force, should pay special attention to its professional skills and personal qualities and abilities, leadership is one of the important concerns of college students' ability training in recent years. the enhancement of personal leadership of college students can help them to improve their initiative, promote self-exploration, strengthen their cognition of their

academic, professional and social responsibilities, etc., so that they can adjust their behavior in the changing environment, examine their own heart, mobilize the deep-seated driving force to support the sustainable development of their personal future, and in the meantime, build themselves into high-calibre talents, and help the development of the new quality of productive forces.

4. Problems in Improving The Leadership Potential Of University Students

(i) Inadequate leadership training model for university students

China's leadership research on college students started later than the United States as the representative of the Western countries, there is a relatively weak awareness of leadership education for college students. In recent years, more scholars have studied the leadership training mode and educational goals of college students in China, and some progress has been made. However, due to the insufficient foundation, the higher education system is still not sound in terms of the leadership training mode and program for college students, and lacks high-quality educational content and clear goal orientation, and the implementation path of leadership training has yet to be examined.

(ii) Lack of awareness of self-leadership exploration among college students

In traditional theoretical research, there are two main definitions of college student leadership. the first is that college student leadership is a series of competencies that college students in leadership positions already have or need to master. the second one is that college student leadership is the process of mastering certain competencies by fully utilizing one's own resources and those around one's self, so as to ultimately achieve one's own goals and those of the group. [13] PRI suggests that college students' leadership is not only to promote personal development through exploration and practice, but also to influence people around them, exert personal charisma and influence to make team members accomplish tasks and make progress together, i. e., to "make all people work", in which "all people" includes both themselves and others. the "multitude" includes both themselves and others. Due to the one-sided understanding of leadership among college students, the lack of attention to

personal leadership and the lack of awareness of self-leadership exploration have hindered the development of college students' leadership to a certain extent.

(iii) Neglect of the importance of social learning by university students

The influence of the environment on people cannot be ignored. People modify their own behavior by observing the behavior of others and the results of that behavior for others, a process called "social learning". This process is called "social learning". Social learning has an important influence on people's study, work, and cultivation of habits, etc. After experiencing the complete process of "attention process, retention process, reproduction process, and motivation process", people will form the judgment of whether the target person or behavior is worth learning. College students lack such a social learning process to improve their leadership potential. on the one hand, the leadership performance of college students is rich and complex, and it is difficult to learn systematically; on the other hand, the leadership and related skills shown by college students are still relatively green, and most of the time, they show immature leadership out of unconsciousness. Lack of role models, chaotic leadership awareness, and negative attitudes are all obstacles to the enhancement of college students' leadership potential.

5. Characteristics and Recommendations for Improving the Leadership Potential of University Students

The enhancement of college students' leadership plays an indispensable role in building a high-quality talent team in the context of new quality productivity, and the cultivation and enhancement of college students' leadership potential requires the joint efforts of all sectors of society. In addition to the improvement and innovation of the leadership training mode by universities and government, it is especially important for college students to cultivate and improve their own leadership awareness, personal planning and action.

(i) Characteristics of university students' leadership potential enhancement

Through the survey and research, this paper summarizes the following characteristics of leadership potential enhancement among

college students.

Leadership potential is closely related to personal traits. Through the survey, it is found that leadership potential is closely related to personal character, values, motivation and other factors. Therefore, in the process of cultivating college students' leadership potential, targeted training should be provided.

The development of leadership potential requires long-term commitment. Leadership potential is not achieved overnight, but requires a long period of accumulation and exercise. College students should gradually explore their personal leadership potential through continuous learning and practice.

Leadership potential should be cultivated by combining theory and practice. Theoretical learning can help college students to correctly understand leadership and assess their own leadership potential; full practice can let people get exercise in the actual work, and then enhance personal leadership.

The enhancement of leadership potential requires a diversified approach. Classroom learning, school-enterprise practice and self-development are all methods that can be used to improve leadership potential. College students should take the initiative to obtain diversified ways to cultivate and improve their personal leadership.

(ii) Suggestions for improving the leadership potential of university students

Strengthening leadership development for university students in the higher education system

The government, colleges and universities and other social sectors pay continuous attention to the enhancement and cultivation of college students' leadership potential, set up clear and specific cultivation goals, formulate perfect cultivation programs, find practical cultivation paths, and put the cultivation and enhancement of college students' leadership potential into practice by setting up curricula, mentor guidance, and comprehensive evaluation.

Start focusing on leadership improvement in daily life

Developing good habits needs to start from daily life, and the enhancement of leadership also needs to take place in daily life. Whether in study, interpersonal communication or social practice, individual leadership behaviors and traits can be embodied, therefore, scenes in daily life are the closest channel for college

students to learn and improve leadership. Reflecting on their own behavioral characteristics and inward self-exploration Reflection and review are important ways for people to gain systematic knowledge and develop introspection from practice. According to the survey, managers and entrepreneurs in enterprises focus on reflecting and summarizing their behavioral performance. Reflection on personal behavioral characteristics, understanding their own strengths and weaknesses, strengthening their knowledge of themselves, and raising awareness of self-leadership exploration. Find role models, look for similar leadership potential in role models and reinforce it The power of role models runs deep. Being influenced by the behavior of role models and seeking consistency in behavior from good role models can help one to improve one's leadership at a faster rate and with a higher willingness. By learning from role models, you can also position yourself more accurately and stimulate a strong will to improve your leadership skills.

Enhance communication with others and recognize your own leadership potential in the eyes of those you work with.

Recognize yourself in the eyes of others and take a more objective view of your personal traits, so that you can avoid blind spots and fully understand yourself. Based on others' descriptions of their own behaviors and attributes, they can recognize their own leadership potential and deficiencies, and prepare for their own leadership improvement. Follow the law of leadership potential improvement

Leadership development is gradual. Leadership skills and knowledge training can improve leadership in a short period of time, but this enhancement is limited, and the continuous enhancement of leadership requires long-term commitment and exercise such as improving daily behaviors and strengthening leadership practices. Therefore, leadership improvement needs to follow the objective law and spiral forward.

In the context of new quality productivity, there is an increasing demand for high-quality labor from all walks of life, and innovative, professional, knowledgeable and comprehensive high-quality laborers and intellectual workers can only contribute to the

development of new quality productivity. College students should pay more attention to the cultivation of personal comprehensive ability such as self-management and supervision, and leadership is one of the important grips to lead the comprehensive development of individuals. With the efforts of colleges and universities, the government and other sectors, college students should enhance their awareness of leadership, take leadership as the internal driving force to improve their comprehensive personal qualities, become quality laborers, and contribute to the construction of China's high-quality human resources, which will in turn empower the development of the new quality productive forces.

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