

Article

Contribute to the cultivation of high-quality technical and skilled talents with academic competitions

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Abstract: Colleges and universities are the main position of talent cultivation, and at this stage, with the emergence of professional academic competitions, closer cooperation between colleges and universities and enterprises based on the competitions has been carried out, and the competitions provide a platform for college teachers and students to display. The Accounting Information Management Program of Higher Vocational Technology College of Xi'an Mingde Institute of Technology of Shaan Xi Province has won a series of achievement awards in disciplinary and other types of competitions in 2023-2024. However, in order to continue to achieve better results in different types of academic competitions, on this basis, both second-level colleges, teaching and research teams and teachers should summarize the excellent experience from the events that have already achieved results, further optimize the steps and details of each link, and find out the problems highlighted in them, and put forward the corresponding solutions according to the different aspects, so as to promote the high-quality development of academic competitions. In this way, the development of high-quality academic competitions can cultivate high-quality and high-skilled technical talents and contribute to the development of the local regional economy.

Keywords: academic competition, high quality, high skilled, talents



1. Introduction

As an important support for the cultivation of innovative and high-level comprehensive quality talents in various majors of colleges and universities, give full play to the advantages and empowerment of discipline competitions. Higher Vocational Technology College of Xi'an Mingde Institute of Technology of Shaan Xi Province (here in after referred to as "Higher Vocational Technology College") is actively exploring the "Reform of High-quality Technical and Skilled Talents Cultivation Mode Based on the Demands of Social and Economic Development and the Competence of Vocational Positions", and accelerating the Construction of the 'Three-Whole Parenting' Program. It has also accelerated the construction of a 'three-whole-parenting' comprehensive coverage of the parenting mechanism, a new path to enhance the 'four literacy and comprehensive quality', and a new 'five-in-one' talent training system to realize potential. All along, the accounting information management profession of higher vocational colleges insists on the concept of promoting teaching, strengthening the competition by learning, so as to play the role of competition in educating people and focusing on cultivating students' ability of innovative thinking, teamwork, practical application and solving specific problems in actual operation in the process of the competition. And the development of academic competitions has become an important link and an important task for accounting information management majors and even other majors in higher vocational colleges to cultivate high-quality technical and skilled talents with innovative spirit and practical ability (Wang, S et al, 2023).

2. The importance of academic competitions and implementation

Collegiate academic competition is a competitive, innovative and practical event activity in the field of higher education, which is aiming to stimulate students' interest in learning and innovative thinking, improve students' practical ability, teamwork ability and comprehensive quality. It aims to stimulate students' interest in learning



and innovative thinking, improve their practical ability, teamwork ability and comprehensive quality, so as to promote the construction of academic disciplines and the reform of teaching, and to discover and cultivate excellent talents (Bojer, C. S. & Meldgaard, J. P, 2020).

The development of academic competitions in colleges and universities is, firstly, can promote students to realize the combination of theory and practice, so as to improve the use of knowledge to solve practical problems (Cubero, S. N, 2010); secondly, it also has a positive role in promoting the cultivation of innovative thinking, enhancing the ability to collaborate and improving the all-around comprehensive quality (Harper, J. 2015). In addition, students will face the society in the future, and the experience and excellent results of the competition can increase the personal competitiveness of students.

For teachers, subject competitions are conducive to the improvement of teaching, including but not limited to the setting of teaching courses, adjustment of teaching objectives, optimization of teaching plans, reform of teaching methods, etc. and also for the enhancement of teachers' scientific research and innovation ability, many subject competitions are closely connected with the development of the times, and more and more new types of technology and software are developed, which also form the basis for university teachers (Ma, J., & Liang, M., 2024). The development of new technologies and software has created a great challenge for college teachers, who also need to update their knowledge system and strengthen their mastery of technical skills in the fast-developing era, so as to better enhance their teaching level and scientific research ability. For colleges and universities, the development of collegiate academic competitions is a platform to test the teaching achievements of colleges and universities and the comprehensive quality of students, firstly, academic competitions are closely related to the development of disciplines, and the good or bad of academic competitions will affect the level of development of disciplines, as well as the development of teachers and the construction of the curriculum system, etc. Secondly, at present, a lot of academic competitions have already got the support and participation of enterprises and industries, which provides opportunities for the cooperation between colleges and universities and enterprises. It helps universities to strengthen the contact with enterprises, carry out cooperation programs between industry, academia and research, and promote the transformation of scientific and



technological achievements, so as to make a greater contribution to the local economic and social development (Wang, S et al, 2023)

3. Technology colleges of accounting information management professional academic competition to carry out the status quo

3.1. Status of Competition

With the strong support of the school and the help of the college, the accounting information management major has achieved excellent results in many fields, showing a good development trend.

In the past two years, accounting information management students have participated in many competitions and achieved remarkable results, mainly in China International Student Innovation Competition, “Challenge Cup” China Student Entrepreneurship Program Competition, “Innovation” “Creativity” “Creativity” competition and other innovation and entrepreneurship competitions, and finally won the second prize and third prize at the provincial level. In professional competitions of category A, the company participated in iCAN Student Innovation and Entrepreneurship Competition Digital Management Simulation Competition, Shaanxi Provincial Vocational Skills Competition, and National Higher Education Institutions Digital Intelligence Enterprise Management Sand Table Competition, and won the first prize of the whole country, the excellent prize of the whole country, and the second prize at the provincial level; and in the professional competitions of category B, we participated in “Hengxin Cup” Intelligent Taxation Competition, “Xindao Cup” Digital Intelligence Financial Competition, “NetZhong.com” Cup Business Data Analysis Competition, etc., and won the third prize of the whole country, the second prize of the provincial level, and the third prize of the provincial level. It can be seen that the achievements of accounting information management in academic competitions are still very promising (Mazza, N, 2018).

3.2. Existing competition management mechanisms

The achievements of Accounting Management in academic competitions are on the one hand benefited from the perfect competition system guarantee of the



university and the support of the competition resource conditions of the college; on the other hand, the teachers and students' research and preparation for various competitions are also relatively solid, specifically, including:

(1) Improve the system and optimize the management model of academic competitions

Every year, according to the professional courses offered by the school and the relevant provisions of the talent cultivation program, listed and screened out the most suitable for the various types of competitions for the students of the school. The planning, funding budget, competition organization, preparation and training, and results checking of each competition will be managed in a coordinated manner.

Based on the recognized level of the catalog of academic competitions, the actual situation of each specialty in the college and the experience of previous years' competitions, the college supports and subsidizes various kinds of competitions, including the formulation of incentives for academic competitions, the rules for the preparation of academic competitions, and the hiring of experts and teachers for the preparation of competitions, so as to encourage the teachers and students of the college to take part in the academic competitions.

(2) Linkage between colleges and enterprises, expanding the layout of academic competition programs

The higher vocational college coordinates, guides and assists the work of related academic competitions of each specialty, actively promotes the comprehensive coverage of all kinds of competitions of each specialty, and provides necessary support and assistance for the development of the competitions.

The accounting information management specialty makes use of the resources provided by the college, to select experienced teachers to form a guidance team within the whole college for the development of each competition, and appropriately invites experts from off-campus enterprises and excellent colleges and universities to answer questions and solve puzzles for the contestants, to ensure that the counseling of each academic competition is targeted and efficient, and in the process, focuses on improving the participating students' innovation ability, teamwork ability, thinking ability and practical application ability (Kong, X. et al, 2024). In addition, in the selection mechanism of the contestants, Accounting Information Management Program focuses on giving full play to the individual advantages and expertise of the students and pays attention to the comprehensive qualities and abilities of the



contestants in the selection process, whether from the setting of the topics or the choice of selection methods. In addition, the specialty also focuses on the construction of the echelon in the academic competition, ensure the balance of the proportion of participants in each grade, so as to realize the sustainable development of the academic competition, and then effectively improve the quality of the cultivation of high-level and high-quality composite skilled talents of the Accounting Information Management specialty in the higher vocational technology colleges (Jiehai, C. et al, 2019).

(3) Internal and external cultivation, fruitful academic competitions

From September 2023 to November 2024, the professional competition is both internal and external, whether from the perspective of professional categories, projects, or the scale of the competition, it is a booming situation. The scope of the competition, categories and number of participants continue to climb, and the competition results continue to break through. In the past year, accounting information management students have participated in all kinds of competitions, all of them have won the corresponding awards (Miralles, R, 2025).

The development and participation in these competitions have implemented the concept of promoting practical education through academic competitions, integrated academic competitions into the whole process of talent cultivation, effectively promoted the teaching reform and curriculum construction within the specialty, greatly enhanced students' abilities and comprehensive quality in all aspects, and formed a good learning atmosphere within the specialty and improved the quality of talent cultivation.

4. Problem statement and Discussion

4.1. Problems statement

However, while the good results are achieved, some problems are also exposed that need to be solved in time.

(1) Insufficient number of students participating overall

such as the involvement of participating students' needs to be expanded at this stage, the total number of students participating in the competition is relatively small, and the range of professions involved is relatively narrow, which leads to the result



that in the future interdisciplinary, school-enterprise linkage competitions will be at a disadvantage (Wang M, 2023).

(2) The competition links are not well articulated

Secondly, the preparation before the competition, the organization and announcement of the event, the conduct of the selection contest, and the summary and reflection after the competition need to be further subdivided and optimized, from the pre-competition preparation to the post-competition summary should be a closed-loop process, and the completion of such a closed-loop not only is a good feedback on the end of the competition, but also provides sufficient experience for the development of the subsequent competitions for reference (Xu, M et al, 2023).

(3) Inadequate incentive mechanisms

And lastly, the competition's guarantee and reward system need to be further improved, if the competition's guarantee and reward cannot reach the level that it should be, it will greatly reduce the participation rate and popularity of the event.

4.2. Discussion

Then for these problems, we need to start from these aspects to solve.

(1) Encourage independent team formation across disciplines and specialties

The first is to encourage students to participate in the team to participate in the competition, can be for the type of event and related requirements, high quality team to participate; participate in interdisciplinary competitions, the positions to highlight the advantages of the profession; to participate in other types of competitions, team members can highlight their own professional for the team to participate in the value of the contribution (Donnelly, R., & Sherlock, R, 2023).

(2) Establishment of a system for monitoring complete preparedness

The second is to strengthen the supervision of the events, in the form of setting up a team or appointing the captain of the team to supervise the whole process of the members of the team, provide timely feedback on the participation of team members, training and post-game summarization of the situation, so that the pre-game supervision to play a preventive role, the game supervision to play a role in controlling the role of the game supervision to play a role in the post-game feedback (Chobotko, M., Chobotko, I., & Boychenko, N, 2021).

(3) Increase competition rewards



The third is to improve the competition guarantee and reward system, the teaching and research department and teachers and secondary colleges to enhance communication, do a good job in the preparation and publicity of the tournament, and strengthen the contact with the counselor in charge of the majors and the class teacher to improve the tournament publicity. Secondly, the second-level colleges can increase the budget for academic competitions and improve the rewards for the competitions, so as to increase the enthusiasm and participation of students (Wang, S et al, 2023).

5. Conclusion

In the future, the Accounting Information Management Major of Higher Vocational Technology College will expand the width and breadth of academic competition projects with a higher standpoint and greater strength, so as to realize the benign interaction between talent cultivation, social demand and employment and entrepreneurship. And it will continue to strengthen school-enterprise cooperation, school-college linkage, professional cooperation, etc., to broaden the scenario of race-teaching integration, promote the theoretical mechanism of academic competition work, build a quality team, and make academic competitions and talent cultivation goals mutually promote each other, and constantly improve the quality of human training (Yiming, L et al, 2021).

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