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# The Specificity of Human Capital and Risk Management of the College Counselor from the Perspective of Internationalization

## LA SPÉCIFICITÉ DU CAPITAL HUMAIN ET LA GESTION DES RISQUES DU CONSEILLER DU COLLÈGE DE LA PERSPECTIVE DE L'INTERNATIONALISATION

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**Abstract:** Shifting the concept of human resource to the concept of human capital is an inevitable tendency in developing human resource of college counselor. It is because the college counselor has its own specificity that it is hardly possible to avoid the risks of entry and exit which brings in completely. The paper listed the priority of psychological capital, human capital and social capital of the college counselor from the perspective of in-system in the order to attempt to discuss their inner logical relationship based on the basic theory of risk management.

**Key words:** College counsellor; The specificity of human capital; Risk management; In-system

**Résumé** Déplacer le concept de ressources humaines pour le concept de capital humain est une tendance inévitable dans le développement des ressources humaines de conseiller du collège. C'est parce que le conseiller collège a sa propre spécificité qu'il n'est guère possible d'éviter les risques d'entrée et de sortie qui amène à fond. Le document énumère les priorités du capital psychologique, le capital humain et le capital social de la conseiller collège dans la perspective d'en-système dans l'ordre pour tenter de discuter de leur relation logique interne basés sur la théorie de base de gestion des risques.

**Mots clés:** Université de conseiller; La spécificité du capital humain; La gestion des risques; Et du système

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## INTRODUCTION

Just as Nobel Prize winner, Professor Baker in University of Chicago said: the level of integrated education of people, the knowledge and skills through education and training and even the spending on health care will bring rich human capital. Once it is recognized by the capital markets and used, it will greatly improve the organization of labor productivity, and bring great material rewards to the people who gain education and training. International economy practice shows that,

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human capital contribution rate of the economy in developed countries in general is 75%, while the human capital contribution rate of economic growth is 35% in china; the gap between them is as high as forty percent. Historical trends of globalization and international competition requires us to increase the human resources to human capital level, take the level and quality of human capital to enhance organizational competitiveness as the core. Therefore, shifting the concept of human resource to the concept of human capital from the perspective of internationalization is not only the soul concept of the business capital management and operations, but also the inevitable trend of development of human resource.

## **1. HUMAN CAPITAL SPECIFICITY OF COLLEGE COUNSELOR**

A series of national regulations, systems and developing measures drew up by State Council clear the counselor's role, direction, nature of work, training and protection measures to provide human capital development and operation system protection. But it is undoubtedly that human capital specificity risks of college counselor is a major obstacle affecting the development of college counselor's career.

### **1.1 The Content of Human Capital Specificity of College Counselor**

In general, the specificity is that assets for specific purposes is very difficult after being locked nature of the asset used for other purposes, if used for other purposes then the value will decrease and may even become worthless. In college, like physical capital, the counselor's human capital has specificity, since they are specialized in ideological and political education; afford responsibilities to guide student individuals or groups in thinking, learning and life. With the social division developing fully, counselor's human capital is growing. Because they have a special adaptation of human capital and dependence, if they switch to engage in teaching, research and other work, or jump out of college in other industries, the human capita will inevitably reduce and even become valueless.

### **1.2 The Risks of Human Capital Specificity of College Counselor**

Human capital specificity characteristics of college counselors will bring a number of risks and affect their career and professional development. On the one hand is the entry and exit risk of human capital. Just as well-known scholar Fang Zhulan pointed out: "the natural form of human capital can not be separated from its owner in the community and have a special characteristic form, when the human capital owners go into a specific industry and business, often being the characteristics of the hostages. Therefore, the human capital reflects objectivity constraints of the social division of labor on human capital owners to enter and exit the company. This objectivity of the constraints to human capital owners have entry and exit inertia (FANG, 1997). In fact, so is a college counselor. The human capital owners will be dependent on the industry and the effect expectation, if for another job or industry, it can not compensate the owners' time and energy, but lack the time and energy to develop new specific human capital. On the other hand is collaboration risk with human capital of college counselor. The college career counselor's human capital owners have a sense of belonging, his efforts for their own work at the same time, "is also a relatively long-term investment of time and energy into the formation of a unique between the individual and the collective trust, respect, friendship, teamwork, honor and other intangible collective and individual human capital created after the formation of a collective force to reflect the form of collective wealth, individual long-term benefit of the public property (FANG, 1997)." But when the counselor left the original group into a new collective, neither he shared the collective property of the original, nor quickly share the collective property of the new collective.

## **2. RISK MANAGEMENT OF THE COLLEGE COUNSELOR FROM THE PERSPECTIVE OF INTERNATIONALIZATION**

The above analysis shows that we should reflect on how to minimize risk through risk identification, prediction and measurement, selecting effective means in a positive environment from the perspective of in-system at risk, which is the fundamental purpose of risk management. The paper listed the priority of psychological capital, human capital and social capital of the college counselor from the perspective of in-system in the order to attempt to discuss their inner logical relationship based on the basic theory of risk management.

### **2.1 The Premise: Psychological Capital Development**

As a new concept and new areas of research and practice and new directions in the new era of human resources management, psychological capital will be the premise breaking human capital specificity risk and the inevitable choice to enhance the performance of human capital and social capital stock. Management scientists, Professor Luthans, F. captured the psychology progress, creatively extended the idea of positive psychology to human resource management and organizational behavior fields, and further proposed the concept of self-efficacy hope, optimistic, tough, emotional intelligence as the core of psychological capital to create a fundamental competitive advantage of people (Luthans, F,

2007). When we face about by the low professional identity, lacking innovation, enthusiasm and motivation for the development of physically and mentally fatigued brought by human capital specificity, we must actively develop psychological capital, the human capital and social capital potential into real ability, and enhance the effects of ideological and political education. Therefore, we can take the following measures to develop psychological capital

### **2.1.1 Take psychological capital development throughout the entire process of human resource management**

To recruitment and configuration, we can measure the psychological capital of the candidates to fully evaluate their overall quality, make the candidates of possessing high self-efficacy, hope, and very positive and optimistic strong toughness being elected to the counselors, in order to achieve a perfect match for people with jobs. To Performance Management in the counselor work, we should encourage them to transform from the reality themselves to the feasible self, that is, to achieve personal growth of employees and self-development, self-efficacy and promote the realization of ultimate goal of ideological and political education (HOU, 2009). In counselor training and development, through experiential learning, thinking and using his experience as the basis for self-understanding and their own needs, and then you can touch deep beliefs and attitudes, emotions and values inherent of the people to improve self-efficacy, hope, optimism, tenacity, emotional intelligence of the core of psychological capital.

### **2.1.2 Control their own psychology**

College counselor can deal with all kinds of pressure, with a positive attitude to face various risks through self-regulation. In the one hand, through self-management program, college counselors can result in higher self-efficacy and sense of hope when they achieve targets. On the other hand, when faced with difficulties and setbacks, through self-suggestion, you can imply that he or she is a mentally competent person and he can overcome all the difficulties and get along with the leader, colleague and part-timer harmoniously "(HAN, 2008), such a good psychological implications will also increase their sense of optimism and self-confidence of college counselor. In addition, we take experience substitute, attribution training, behavioral practice, emotional wake-up and other ways to enhance emotional intelligence of college counselors.

### **2.1.3 Introduce EAP mode**

With the work of University Affairs increasing and student management being more difficult, "no boundaries" has become a feature of counselor working. "Counselors working both in time or space have a continuous nature of expansion. With the feature of 'no boundaries', counselors do not know when to complete their work" (JIANG, 2006), thus relying on the traditional human capital and social capital has been unable to meet the development needs of college counselors, through the introduction of counselors EAP (Employee Assistance Program) mode, we can use the scientific method to solve some psychological issues of college counselors. Through the planning, publicity, research, counseling, assessment and other spiritual welfare services.

## **2.2 The Core: Human Capital Operation**

Human capital also has its properties of capital; need to be operating, in order to improve the investment rate of return. Human capital management of college counselor can not only reduce operating costs, but also transform the existing human resources into human capital and enhance the core competitiveness of counselors, in this sense, human capital management is the core of college counselor risk management.

### **2.2.1 Achieve human capital flowing of college counselor in-system**

To avoid human capital specificity risk of college counselors is not the fundamental way to create "exit" and "transfer" flow mechanism outside the system, but to achieve self-digestion in-system. Such as Shandong University, it introduced the combination way of professional position engagement and administrative position, established the rank of one to five counselors, corresponding to section staff, vice family level, family level, vice department level. This university also establishes the professional and technical positions sequence of "ideological and political education of students", corresponding to section staff, vice family level, family level, vice department level (Ministry of Education, 2009).

### **2.2.2 Expand investment approach of human capital of college counselors**

In addition to the active induction training, daily training, special training, graduate education and other traditional school-based training in human capital investment, we must also continue to strengthen the attachment training, outside training. East China University of Science and Technology implemented the counselor mutual attachment training between university, sent college counselor to carry out a month attachment training signed, of which three-week schedule as specified school assistant or deputy secretary in charge of student work, last week as the students practice in the school department; Shanghai International Studies University organize all counselors to go to the Toronto University to expand counselors' international perspective and improve the ability to work.

## 2.3 Development: Social Capital Accumulation

Study experience in abroad has shown that social capital can reduce uncertainty and transaction costs , improve transaction efficiency, encourage specialization, increase investment in human capital, physical capital and the concept of innovation. Therefore, the social capital accumulation of college counselors is not only psychological capital development and expansion of human capital management, more importantly, universal trust, reciprocity norms and dense networks of social relations of social capital to improve the counselor's own sense of pride and sense of accomplishment. We think we can Promote social capital accumulation from the following aspects:

### 2.3.1 Establish counselors association

According to the current sense of independence, a strong sense of participation, requiring the exchange of ideological characteristics of equality of college counselor, based on the principles of respect, understanding, caring, love , the organization can give some initiative rights to the counselor. Then they can establish mutual organizations, associations using the model of self-organization, according to their interests, expertise, risk-sharing needs, complementary needs and future development direction of the Joint Inter-university or university . These community members are closely with horizontal social interaction; the employee will frequently contact each other to communicate, understand and trust between each other and rely on a sense of self-governance, and then form a community through self-management, self-service and self-development mechanism, to achieve increase the stock of social capital of college counselors

### 2.3.2 Strengthening contact among counselors and graduate students to parents

The university can hold the association of graduates, counselors and parents regularly or irregularly in various ways to their equal exchange and horizontal linkages. The formation of the association between individuals or groups - social networks, reciprocity norms and the resulting trust can rich c community resources. Thus, not only the problem of professional sense of accomplishment and pride will be solved step by step, but also some excellent college counselors supported by students, parents and society will gradually emerge and affect and encourage other college counselors to do their work well.

## CONCLUSION

Obviously, it is necessary trend to Shift the concept of human resource to the concept of human capital from the perspective of international perspective. The accumulation of social capital will not only increase the college counselor's potential human capital, but also strengthen their psychological capital and human capital investment. In this way, they influence each other among psychological capital, human capital and social capital continuously, driving college counselors to undertake the ideological and political education as their career and keep the overall quality to enhance.

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