

Enhancing Talent Quality In Chinese Language And Literature: Insights From Total Quality Management

Ming Li^{1*}, Ali Khatibi², Jacqueline Tham², S. M. Ferdous Azam²

¹School of Humanities, Sichuan University of Science and Engineering, China

²Postgraduate Centre, Management and Science University (MSU), University Drive, Off Persiaran Olahraga, 40100 Shah Alam, Selangor

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ABSTRACT

This study investigates the factors influencing student talent quality improvement among undergraduate students in Chinese Language and Literature in Southwest China, framed within the Total Quality Management (TQM) perspective. With a focus on institutional and individual components, the research employs a quantitative methodology utilizing multiple regression analysis to explore the interplay of university management practices, facilities, teacher attributes, and student personal factors on talent development. The findings reveal a moderate positive correlation ($R = 0.405$) between the independent variables and student talent quality, accounting for 16.4% of the variance in talent cultivation. While statistically significant ($p = 0.049$), the low adjusted R^2 value of 0.079 indicates that other unmeasured factors play a crucial role in influencing talent quality. The study supports multiple hypotheses, confirming that effective university management, high-quality facilities, and competent teachers significantly contribute to the cultivation of student talent. Additionally, student personal attributes, such as motivation and learning ability, emerge as essential elements in enhancing both talent development and personal growth. These insights underscore the necessity for universities to adopt a holistic approach that integrates robust management systems, enhanced infrastructure, and comprehensive support for both educators and students. Based on the findings, practical recommendations are provided, including streamlining administrative processes, improving access to modern learning resources, and investing in continuous professional development for teachers. This study contributes to the existing literature by highlighting the intricate relationships between various factors in a higher education context, particularly within the aspect of Chinese Language and Literature. By emphasizing the importance of TQM principles, it advocates for a systematic enhancement of educational practices to ensure the success of students and, ultimately, improve employability outcomes in an increasingly competitive job market. The research findings serve as a valuable resource for educational policymakers and practitioners aiming to refine their strategies for talent development in higher education.

Keywords: Talent Quality, Chinese Language and Literature, Total Quality Management, Higher Education, Student Development

INTRODUCTION

The need for improving the quality of college personnel training has become increasingly evident in Southwest China, particularly for students majoring in Chinese language and literature. Interviews conducted with employment departments at various undergraduate colleges reveal alarming statistics: over the past three years, the employment rate for graduates in this field was below 10% within the first three months post-graduation, rising to only about 43% by the nine-month mark, and reaching around 60% by the end of the graduation year (Liu, 2018). Many graduates primarily aim for civil servant and teaching positions; however, the admission rates for these roles are discouragingly low, averaging less than 10%. Consequently, this low acceptance rate significantly affects overall employment rates. The situation is exacerbated by the challenges associated with postgraduate entrance examinations, which boast an acceptance rate of only around 18%. Faced with these difficulties, numerous students opt for delayed employment, choosing instead to prepare for multiple

examinations. This leads to a noticeable number of graduates remaining unemployed by the end of the graduation year, a phenomenon that highlights the issue of slow employment and severely impacts their job prospects.

Moreover, employers in the region are increasingly seeking candidates with strong word processing skills. Unfortunately, many Chinese language and literature graduates do not possess adequate writing abilities, further diminishing their employment chances. This gap between the skills graduates acquire and the requirements of available positions is particularly apparent in teaching roles, where many graduates fail to meet the pedagogical standards expected by employers (Fan, 2022; Rajapakse, et al., 2022; Zhou & Azam, 2024). As a result, some graduates are forced to accept non-related positions, such as in sales, leading to a significant disconnect between their academic training and the job market. This situation raises critical concerns about the efficacy of the current educational framework for students pursuing a degree in Chinese language and literature.

The curriculum for this major primarily aims to train individuals for careers in basic Chinese education, writing, and secretarial roles. Despite the concerted efforts of educational institutions, faculty, and students to enhance the quality of professional training, a substantial gap persists between the competencies of graduates and the requirements of employers (Fan, 2022). The urgency of reforming the educational approach has become apparent, especially in light of China's ongoing efforts to promote traditional culture, which has elevated the importance of this field in preparing educators for primary and secondary schools. However, the employment landscape remains bleak for graduates in Southwest China, with the majority still struggling to secure positions related to their field of study.

To address these employment challenges, it is vital for universities to gain a deeper understanding of societal needs and adjust their personnel training programs accordingly. This includes enhancing students' practical skills and vocational training to improve their competitiveness in the job market. Additionally, students must be encouraged to make informed employment choices that align with market demands and their individual circumstances to avoid further misalignment between their academic qualifications and job opportunities. Only through these efforts can colleges and universities effectively bridge the gap between talent training and social requirements, thereby enhancing the sustainable development of the Chinese language and literature major.

Moreover, the need to formulate and refine management systems within educational institutions is critical for improving the quality of student talent training. A review of the current educational ideology and practices at undergraduate colleges indicates a lag in adapting to the evolving demands for applied talents in Chinese language and literature (Zhong, 2022). Many colleges face challenges related to insufficient educational resources and lack of experience in cultivating applied talents in this field. Furthermore, the curriculum tends to follow a single mode of education, which lacks the necessary diversity and flexibility to meet the varied needs of students (Zhang, 2022). The inadequacies of the current curriculum evaluation system are also concerning, as many institutions rely solely on final exam scores to gauge student learning outcomes, overlooking the need to assess practical skills effectively (Fan, 2017; Abeywardana, et al., 2023; Rasheed et al., 2024; Nordin et al., 2024).

The literature reveals a concerning trend: the misalignment between the educational outcomes of Chinese language and literature programs and the actual demands of the job market. Various researchers have highlighted issues such as unclear training objectives and outdated teaching methods that fail to keep pace with societal changes (Hou, 2023). As a result, graduates often emerge without the skills needed to thrive in their respective fields, prompting calls for comprehensive reform in educational philosophy, curriculum design, and evaluation methods. Such reforms should prioritize the integration of practical skills development alongside theoretical knowledge, ensuring that students are well-equipped to navigate the complexities of the modern job market.

In addressing the issue of improving the quality of students' talents, it is crucial to consider the role of university management and its influence on educational outcomes. While existing research has primarily focused on enhancing classroom teaching effectiveness and refining curriculum content, there is a noticeable lack of studies examining the broader implications of university management on talent cultivation (Qi, 2023). Teachers often emphasize basic knowledge and

theoretical foundations while neglecting the application of teaching methods, resulting in diminished educational effectiveness. Scholars suggest that educators should broaden the scope of Chinese language and literature courses and adapt curricula to align with students' cognitive development (Yu, 2022). Additionally, integrating various literary perspectives, including Western literature, into the curriculum could enrich students' learning experiences and promote critical thinking skills (Zheng, 2021).

Despite the progress made in researching the cultivation of Chinese language and literature professionals, significant gaps remain. There is a pressing need for more in-depth investigations into the role of management theories in talent training and quality assurance. Furthermore, students' personal development plays a vital role in shaping the quality of their education, yet this area has not been sufficiently explored (Zhang, 2020). Future research should prioritize a comprehensive approach that combines theory and practice, emphasizing the importance of management in enhancing talent quality. By addressing these shortcomings, educational institutions can better prepare students to meet the challenges of the job market and fulfill the societal demand for skilled Chinese language and literature professionals. Overall, improving the quality of talent training in this field is not only essential for individual graduates but also for the broader cultural and educational landscape in China.

Research on the cultivation of Chinese language and literature professionals has garnered considerable attention, yet significant limitations persist in the actual implementation of training reforms. Scholars have proposed innovative training models, such as a comprehensive system grounded in a "three parts, two points, and one center" framework, aiming to create an educational environment that enhances talented graduates with independence and integrity (Tian, 2022; Lei & Hong, 2022). However, while these reform plans suggest revising course content and enhancing practical teaching, they often lack feasible implementation paths for colleges and universities (Huang, 2021). Nevertheless, the suggested plans frequently fall short of practical guidance and effective oversight during execution, diminishing their impact. Furthermore, while various factors are recognized as influencing the quality of talent training, empirical studies detailing the mechanisms by which these factors operate remain scarce (Wang, 2022). This highlights a knowledge gap regarding the factors affecting the quality of training for Chinese language and literature majors in Southwest China, underscoring the necessity for this study to provide a comprehensive understanding that can aid universities, educators, and students in enhancing talent development.

LITERATURE REVIEW

The Chinese Language and Literature major, rooted in the establishment of the Department of Chinese Literature at Peking University in 1910, has evolved into a fundamental discipline within Chinese universities. Initially recognized as a teaching system of liberal arts, this department marked the inception of a modern, independent field of study. Over time, other notable institutions, including Beijing Normal University and Fudan University, have established their own Chinese Language and Literature departments, contributing to the rich academic landscape that has produced esteemed scholars like Lu Xun and Hu Shi (Jiao, 2023). On an international scale, interest in Chinese language and literature has grown significantly, attracting foreign scholars and prompting numerous global institutions to establish Chinese language programs. This cross-cultural exchange enhances the development and dissemination of traditional Chinese culture, blending Western academic methodologies with Eastern traditions (Jiang, 2023).

In the contemporary era, the Chinese Language and Literature major faces both opportunities and challenges, particularly in local universities in Southwest China, where the focus must be on enhancing professional development and the quality of student talent cultivation. However, several issues impede progress. A notable concern is the lag in educational thought and methodology within many colleges and universities, which have historically adhered to rigid, rule-based educational models that fail to adapt to the evolving needs of talent training (Li, 2023). This stagnation often results in superficial talent training programs that do not adequately prepare students for the demands of the workforce, as some institutions struggle to implement innovative educational strategies, leaving them dependent on outdated models (Liang, 2023). Additionally, an overemphasis on immediate educational relevance can lead to a failure to integrate essential talent training concepts into the curriculum, thereby undermining the intrinsic value of the educational experience.

The scarcity of educational resources to support talent cultivation in Chinese Language and Literature programs is another critical issue (LAN, 2023). Many universities have not established meaningful collaborations with international educational institutions, leading to isolated talent training efforts that lack the necessary resources for effective implementation (Mo, 2023). While initial educational reforms may have addressed some training needs, they fall short in ensuring the long-term sustainability and competitiveness of Chinese language and literature graduates. As a result, the absence of high-quality external educational resources hampers the ability of these programs to adapt to future developments (Qi, 2023).

To improve talent cultivation in Chinese Language and Literature, universities must enhance their curriculum systems and develop targeted educational programs and strategies (Yao, 2023). A varied approach to teaching can help address the challenges posed by unitary teaching methods, which can dampen student interest and fail to cater to individual learning needs (Qi, 2023). Moreover, the lack of experience in professional teacher training exacerbates the challenges faced in cultivating well-rounded talent (Xia, 2022). The construction of a cohesive teaching team is crucial; despite some faculty members' strong professional qualifications, their ability to apply effective talent training concepts often remains limited (Liu, 2022). Enhancing teachers' capabilities is essential for elevating the overall quality of education in this field (Wang, 2022).

In Southwest China, the employment outlook for graduates with a Chinese Language and Literature major is concerning. Many find positions as administrative secretaries, primary educators, or in sales, with geographical constraints and the impacts of the COVID-19 pandemic leading to a preference for stable jobs, often resulting in low admission rates for teaching and civil service positions. The acceptance rates for civil service positions in 2023 ranged between 1.285% and 5%, while teacher recruitment rates were slightly higher, at 25%-30%. Admission rates for Chinese language and literature graduate programs are around 20% nationally, but only about 15% in Southwest China, highlighting the challenges faced by graduates in securing desirable employment (Gong, 2023).

Besides that, numerous issues currently hinder the development of Chinese Language and Literature programs, significantly impacting the quality of talent training and reflecting underlying management challenges within these institutions. Improving university management, curriculum development, and teaching staff quality are essential steps toward enhancing the overall effectiveness of talent cultivation in this vital field (Li & Xu, 2023). As globalization increases the demand for expertise in Chinese language and literature, addressing these challenges has become an urgent priority for educators and policymakers alike (Cluster, 2023).

The curriculum and teaching content for Chinese language and literature majors significantly influence the quality of talent training in undergraduate universities. While many institutions provide a diverse curriculum encompassing linguistics, literature, culturology, and translation studies (Wang, 2019), challenges persist in implementation. A prevalent issue is the overly generalized curriculum that lacks specificity, which can lead to a superficial knowledge base among students. This inadequacy hinders their preparedness for the demands of the modern job market. Therefore, universities must refine and optimize their curricula, tailoring courses to focus on specific areas such as classical Chinese or comparative linguistics. Additionally, integrating practical courses like creative writing workshops and translation practicums can enhance students' employability by allowing them to apply theoretical knowledge in real-world contexts.

Moreover, traditional teaching modes and methods have become insufficient in addressing the dynamic needs of contemporary education for Chinese language and literature majors (Dong, 2019). Although some institutions are adopting innovative approaches, such as seminar classes that promote active participation and critical thinking, challenges remain. Some seminar courses risk becoming superficial, failing to explore the subject matter's complexities, while a disconnect between theoretical learning and practical application often hampers students' ability to utilize their knowledge effectively. Addressing these issues necessitates the development of advanced teaching models that incorporate technology and rethink curriculum design to ensure relevance to today's learners (Ma, 2020).

In addition to academic knowledge, cultivating students' comprehensive qualities is essential. According to Tan (2022), students should develop cultural literacy, strong communication skills, and innovative mindsets. Many undergraduate

programs are enhancing students' comprehensive quality through specialized cultural courses and competitive activities like debates. However, Liang (2021) notes that current training programs often lack coherence and structure, emphasizing the need for a more integrated approach. Developing mentorship programs and enhancing supportive learning environments can further encourage students to explore their potential.

Teacher quality is another critical factor in enhancing the training of Chinese language and literature professionals. As Wang and Sun (2019) observe, the academic foundation relies heavily on the quality of the teaching staff. To strengthen this foundation, institutions must recruit highly qualified teachers and invest in the continuous professional development of existing faculty. Strategies include providing training opportunities and establishing mentorship systems that promote collaboration and knowledge-sharing among teachers (Yang, Huang, & Dong, 2022).

Teaching quality assessment is vital for improving educational outcomes, but existing evaluation systems often lack scientific standards, leading to subjective and unreliable results. To enhance the evaluation mechanism, institutions must establish fair assessment criteria and involve diverse stakeholders in the evaluation process. By enhancing a collaborative evaluation culture, universities can better identify areas for improvement and enhance teaching effectiveness.

Practical teaching is also critical in bridging theoretical knowledge and real-world application. However, current practical exercises often lack relevance to industry demands, leading to limited skill transfer. To improve this, institutions should align practical content with contemporary industry standards and diversify teaching methods to engage students effectively.

Finally, research into career development and employment prospects for Chinese language and literature students is essential for adapting training programs to market demands. Many institutions face challenges in understanding these demands, which can result in graduates lacking the skills employers seek. Strengthening research efforts in this area can help align training with industry needs, enabling graduates to navigate the job market effectively. Overall, current research on the training quality of Chinese language and literature majors is fragmented, highlighting the need for a more comprehensive and integrated approach to enhance their educational experience and future employability.

Empirical Review

This study investigates the factors affecting the quality of talent training for Chinese language and literature majors in undergraduate colleges and universities. To achieve a comprehensive understanding of the current research landscape regarding professional talent training from a university management perspective, relevant literature on the empirical research concerning the factors influencing this quality is systematically reviewed and summarized. Total Quality Management (TQM) is posited as a significant framework for evaluating the quality of talent training within universities, with the understanding that influencing factors vary according to specific majors. Accordingly, this section highlights the Chinese national standards for teaching quality applicable to Chinese language and literature majors and summarizes empirical research findings related to these influencing factors.

The Chinese National Standards for Teaching Quality in Chinese Language and Literature are vital for the construction, teaching, evaluation, and certification processes within this discipline. These standards serve as a normative and guiding framework, promoting the scientific, standardized, and effective construction of the major. As outlined by Yang (2019), these standards encompass several dimensions, including training objectives, curriculum design, and quality assurance mechanisms, thereby establishing a comprehensive foundation for quality talent training. The National Standards provide seven key aspects, which can be categorized into four essential levels. These include the professional orientation, which emphasizes the major's role in cultural inheritance and innovation, and the establishment of training objectives that guide universities in creating programs tailored to their unique contexts while supporting innovation and employment.

Furthermore, the standards delineate a curriculum system structured around general education, professional education, and comprehensive education courses. This framework ensures that students acquire knowledge across various domains, including Chinese language, literature, and related theories. Notably, it mandates core courses that define the major's fundamental attributes, ensuring a standardized educational experience. The teaching staff section of the standards

emphasizes the necessity for qualified educators, stipulating minimum quantitative requirements while also addressing qualitative aspects such as professional integrity and ongoing development.

In addition to the academic structure, the standards prescribe essential teaching conditions, including facilities, funding, information resources, and practical teaching experiences. The quality assurance measures outlined in the standards necessitate that universities develop robust mechanisms for monitoring teaching quality, tracking graduate performance, and responding to societal feedback. By examining the matrix of empirical literature related to TQM and talent training in Chinese language and literature majors, this study identifies various influencing factors based on past research.

Recent literature indicates that effective university quality management is a multi-faceted system composed of core elements such as objectives, content, methods, faculty, students, and institutional conditions. The importance of both on-campus participants (teachers and students) and external stakeholders (funders and evaluators) is emphasized, highlighting their collaborative role in the educational process. Key determinants of educational quality include student capabilities, teacher qualifications, and institutional resources, which collectively influence teaching effectiveness.

The findings underscore that comprehensive university quality management requires clear objectives, rigorous planning, and continuous feedback mechanisms. Significant focus is placed on enhancing vocational education quality through strategic top-level design, the establishment of training objectives, and effective employment services. Overall, the literature suggests that university quality management is an integrated process that necessitates collaboration among all stakeholders to continuously enhance educational quality and fulfill societal needs. By synthesizing empirical research findings, this study provides insights into the critical factors influencing talent training quality in Chinese language and literature programs, emphasizing the need for ongoing evaluation and improvement to meet evolving educational demands.

Through a meta-analysis of literature from 2021 to 2023, it is evident that research on the cultivation of talent in Chinese language and literature predominantly centers on teaching reform, with keywords such as network language, teaching strategy, practical teaching, and aesthetic education emerging as significant themes. Although talent training ranks lower in keyword frequency, indicating some scholarly attention, the primary focus remains on enhancing teaching methodologies. Scholars are increasingly recognizing the importance of optimizing training strategies and nurturing application-oriented professionals within the field. The investigation of these themes suggests that enhancing the quality of talent training in Chinese language and literature is crucial for aligning educational outcomes with contemporary societal needs.

Recent studies underline the necessity for comprehensive reforms in the Chinese language and literature curriculum. For instance, Duan (2023) emphasizes the integration of ideological and political education alongside modern information technology to enhance teaching quality. Wang (2023) identifies critical issues in talent cultivation, including the excessive emphasis on theory over practice and the lack of interdisciplinary training. Moreover, Yang (2023) proposes a “three comprehensive education” approach to develop students’ ideological qualities and professional competencies tailored to contemporary demands. Xu (2023) advocates for a distinctive curriculum system guided by the Outcome-Based Education (OBE) framework to enhance talent training quality. Li (2023) further contributes to this dialogue by discussing the implementation of a process evaluation model based on deep learning theory to improve pedagogical effectiveness. Ma (2023) argues for a multifaceted educational structure that integrates innovative methods and interdisciplinary collaboration to meet evolving educational standards.

The literature reveals that various factors influence talent cultivation in Chinese language and literature programs, with teaching quality being paramount. However, institutional management, resources, and faculty development also play significant roles. As identified through empirical research, the critical components impacting talent training include training objectives, curricular design, teaching quality, and institutional resources. Effective talent development requires an integrative approach, addressing management, educational infrastructure, faculty qualifications, and student engagement, thereby enhancing an environment conducive to enhancing individual student quality and overall educational outcomes.

Total Quality Management (TQM) theory, introduced by Feigenbaum in the late 1950s, has been instrumental in refining quality management practices beyond the business sector, emphasizing a holistic approach that involves all personnel in quality improvement initiatives (Duan, 2017). This study applies TQM principles to examine the quality of talent training in Chinese language and literature at undergraduate institutions in southwest China. By exploring factors such as teacher development, management systems, curriculum design, and practical education, this research aims to provide a comprehensive understanding of the elements affecting talent quality.

In recent years, a growing body of research has emerged concerning the optimization of application-oriented talent training within higher education. Studies by Xu et al. (2021) have identified key variables that influence training quality, including the optimization of faculty qualifications and the improvement of practical teaching methods. These studies suggest that enhancing students' enthusiasm for learning is crucial for enhancing talent training outcomes. Ultimately, stimulating students' motivation and engagement through tailored educational strategies is essential for cultivating well-rounded professionals equipped to meet the demands of a dynamic labor market, thereby reinforcing the significance of quality management in educational practices.

Theoretical Review

Total Quality Management (TQM) has traditionally been viewed as a framework primarily for enterprise management; however, its application has significantly broadened over time, expanding from Europe to various global contexts. In recent years, TQM has transcended its original business domain and has been effectively integrated into fields such as healthcare, education, and security, showcasing its adaptability and broad applicability. Literature from the past three years reflects this evolution, illustrating TQM's transition from traditional business management to a versatile methodology capable of addressing quality issues across diverse sectors. This shift highlights TQM's universal relevance, particularly in enhancing service quality within the medical sector and optimizing educational processes.

In the higher education sector, TQM principles have increasingly been applied to reform teaching practices, aiming to enhance the effectiveness of educational outcomes. By adopting TQM concepts, universities can systematically plan and manage the teaching process, thereby enhancing continuous improvement in teaching quality. For instance, establishing clear teaching objectives, optimizing curriculum content and methodologies, and strengthening feedback mechanisms between teachers and students can substantially enhance student learning outcomes and satisfaction. Despite the progress made, there remains a notable lack of research focusing specifically on the quality of professional training in higher education from a TQM perspective, indicating a fertile area for further investigation.

The application of TQM in higher education is practically significant as it allows institutions to develop robust quality assurance systems that standardize and improve the teaching process. Furthermore, the integration of TQM's continuous improvement philosophy enables universities to adapt educational offerings to meet diverse student needs effectively. This approach enhances a culture of quality awareness and accountability among both educators and students, promoting a collaborative environment aimed at mutual improvement. Hence, there is considerable potential for TQM to enhance the quality of professional talent training in universities, especially when drawing from successful applications in other fields.

TQM has evolved into a comprehensive methodology that encompasses organizational processes, personnel, and elements aimed at enhancing overall performance while meeting dynamic customer needs. This theory has gained global recognition, having been embraced by various industries beyond its European origins. For instance, Japanese firms have adapted TQM to fit their unique cultural contexts, leading to improvements in quality and customer satisfaction. Similarly, U.S. companies like FedEx have leveraged TQM principles to optimize logistics processes.

Metrics such as Quality Function Deployment and Customer Satisfaction Index are employed to measure TQM success, providing a framework for organizations to identify and rectify quality issues. Moreover, TQM is often integrated with other methodologies, such as SWOT analysis and project management techniques, to enhance its effectiveness. As globalization and digital transformation reshape the business landscape, TQM faces both challenges and opportunities. Digital advancements allow for real-time quality monitoring and data-driven decision-making, while cultural diversity

necessitates the development of cross-cultural management competencies.

In this context, TQM can be effectively implemented in higher education, particularly in the training of Chinese language and literature professionals. This research identifies university management, equipment, teacher, and student factors as key variables influencing training quality. The study utilizes a questionnaire informed by expert consultations, aiming to assess how these factors affect students' professional levels, practical abilities, social responsibilities, and employment competitiveness. By adopting a comprehensive TQM approach, universities can significantly enhance the quality of their educational offerings and better prepare students for the demands of the job market.

The research on undergraduate talent training programs presented in this paper focuses on enhancing the quality of such programs in the contemporary context. The investigation considers the intricate dynamics among various stakeholders and their relationship with quality issues, employing stakeholder theory and total quality management (TQM) theory for a comprehensive analysis. Stakeholder theory, as defined by Freeman (1984), encompasses any individual or group that influences or is influenced by the achievement of organizational goals, thereby broadening the traditional understanding of stakeholders beyond shareholders to include employees, customers, creditors, and the community. This theory gained traction in management, sociology, law, and education throughout the 20th century, promoting a multidimensional perspective on stakeholder engagement. Scholars have categorized stakeholders into definite, expected, and potential types based on their legitimacy and power (Peng, 2020). Furthermore, stakeholder classification based on transaction types into explicit and implicit contracts underscores the importance of identifying roles and responsibilities in management, allowing for effective resource allocation. This nuanced understanding of stakeholders is essential in higher education, where institutions resemble organizations managing diverse interests (Jiao, 2018). The analysis posits that the examination of undergraduate talent training programs involves studying the interactions among multiple stakeholders, necessitating the identification of their interests and the convergence of goals. Core stakeholders, such as universities, students, teachers, and administrators, play a vital role, while important stakeholders include government entities and employers. Secondary and marginal stakeholders, like other universities, media, alumni, and the general public, also influence the educational landscape (Huang, 2021; Zhu, 2021). Recognizing these stakeholder dynamics and their interests is crucial to optimizing talent training programs, as the ultimate goal is to cultivate diverse talents while enhancing training quality.

Total quality management (TQM) emerged from enterprise management, with Feigenbaum (1961) defining it as an integrated system aimed at meeting user requirements while maintaining quality across organizational departments. Over time, TQM evolved to emphasize customer satisfaction, organizational member benefits, and societal contributions, becoming essential for sustainable development. The PDCA (Plan-Do-Check-Act) cycle, introduced by Shewhart and later refined by Deming, became a foundational method for continuous quality improvement (Huang, 2021). In higher education, TQM principles have been applied to enhance teaching quality, subject evaluation, and accreditation processes (Lu, 1991; Huang, 1996; Tang, 2011). The compatibility of TQM with talent training research is evident as both prioritize quality improvement, aligning with the evolving demands of diverse industries. The TQM principle of a customer/student-centered approach informs talent training programs, ensuring that the design and implementation align with students' developmental needs. Additionally, TQM's focus on fine process control and continuous improvement directly applies to talent training, with the PDCA cycle serving as a framework for assessing and refining training programs (Zhu, 2020). Ultimately, the integration of stakeholder and TQM theories provides a comprehensive framework for enhancing undergraduate talent training programs, promoting collaboration among diverse interests to achieve common educational goals and improve the quality of talent development.

Therefore, the entire phenomenon gained from the literature review can be re-drawn illustrating the factors affecting student talent quality improvement. The text and layout have been made clearer for better understanding that has been illustrated as follows:

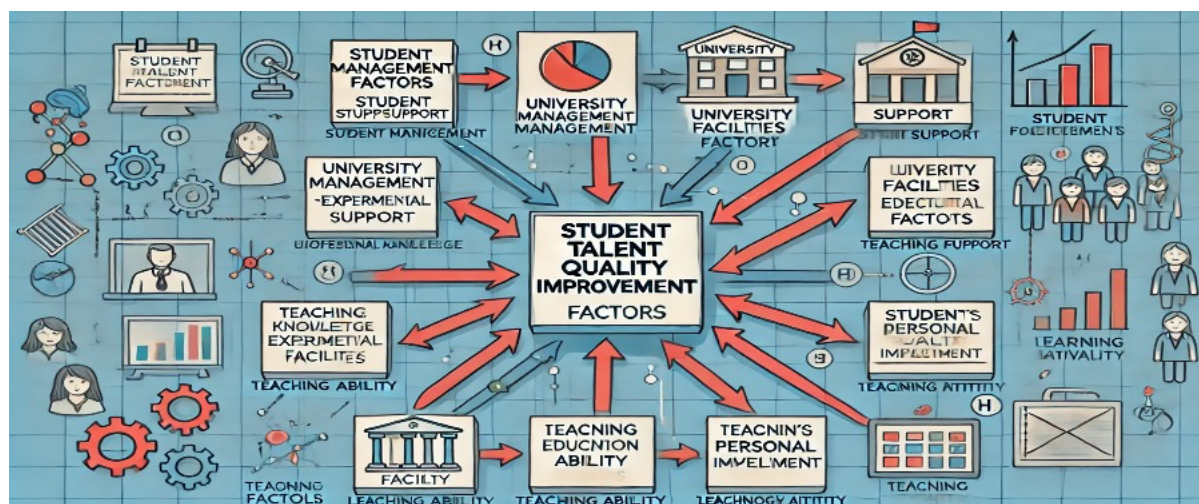


Figure 1: Student Talent Quality Improvement Factors

This study mainly studies the influencing factors of talent cultivation for Chinese language and literature majors in undergraduate colleges and universities, the influencing factors of students' personal development, the quality of talent cultivation and its mechanism. Therefore, on the basis of theory and literature review, through expert interviews, preliminary investigation and summary, and combined with personal practical work experience, this study proposes the overall model framework of this study.

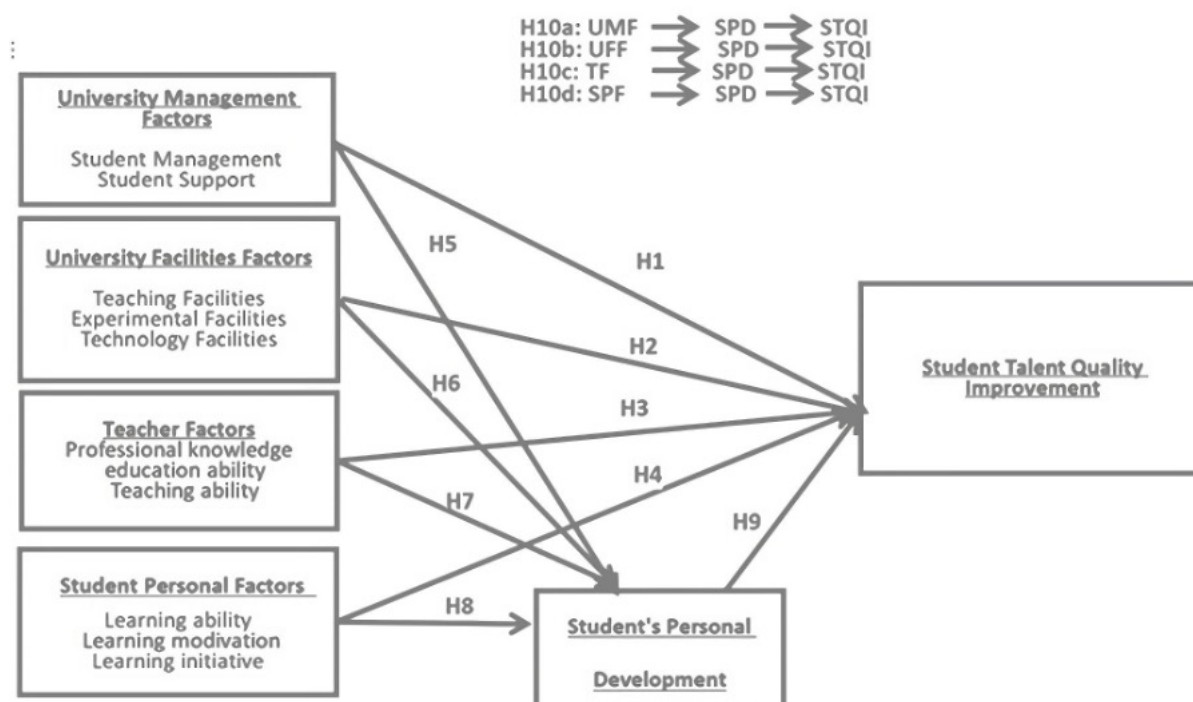


Figure 2: Research Framework

Research Hypotheses

H1: There is a relationship between university management factors and student talent quality training.

H2: There is a relationship between university facilities and students' quality training.

H3: There is a relationship between teacher factors and student talent quality training.

H4: There is a relationship between student factors and the cultivation of student talent quality.

H5: There is a relationship between school management factors and students' personal development.

H6: There is a relationship between university facilities and students' personal development.

H7: There is a relationship between teacher factors and students' personal development.

H8: There is a relationship between student factors and students' personal development.

H9: There is a relationship between students' personal development and students' talent quality training.

RESEARCH METHODOLOGY

This study focuses on the factors influencing the quality of Chinese language and literature talent training in undergraduate universities in Southwest China, specifically targeting students and staff in Sichuan universities. The research encompasses a sample population of 27,540 individuals enrolled in Chinese language and literature programs across these institutions. The unit of analysis is individual students, as the research seeks to understand their experiences alongside the management practices of university staff and educators.

A stratified sampling method was employed to ensure a representative sample, where the number of participants from each grade corresponds to their proportion within the total student body (In, 2018). The sampling frame includes 27 undergraduate colleges offering Chinese language and literature majors in Sichuan. Random sampling techniques were applied, considering both the university and grade distributions within the province (Wang, 2023). The justification for this approach lies in the principle of forward transfer, highlighting the significant impact of training design on outcomes across the four years of undergraduate education.

To achieve a reliable sample size, the study initially calculated a required sample of 379, factoring in a 5% margin of error to reach a final target of 398 participants. Additionally, to ensure a minimum recovery rate of 70% for valid questionnaires, a total of 740 questionnaires were distributed (Bai & Du, 2017; Sian Harrison et al., 2019). The questionnaire was developed to cover various dimensions of independent, mediating, and dependent variables, employing self-administered closed formats for efficiency. A pilot study was conducted in five colleges to test and modify the instrument for validity (Azam et al., 2021; Azam et al., 2023). The research minimized biases by adopting a cross-sectional design and ensuring the reliability and validity of the measurement scales through rigorous testing with SPSS (Thomas, 2023).

DATA ANALYSIS AND FINDINGS

This study addresses several key aspects of data quality, including missing data, irrational or inconsistent data, outliers, normality, multicollinearity, homoscedasticity, heteroscedasticity, and biases. After careful analysis, no missing, irrational, inconsistent, or outlying data were identified, ensuring the dataset's accuracy and robustness. The data followed a normal distribution and exhibited homoscedasticity, making regression analysis reliable. Multicollinearity was not a concern, further supporting the validity of the results. Additionally, there was no evidence of non-response or common method biases, enhancing the external validity of the study and ensuring accurate conclusions (Bai & Du, 2017; Thomas, 2023).

Table 1: Demographic Profile

Variable	Frequency	Percent
Gender		
Female	389	52.7%
Male	351	47.3%
Grade		
Grade 1	87	11.8%
Grade 2	215	29.0%
Grade 3	215	29.0%
Grade 4	223	30.1%
Occupation		
Student union	286	38.6%
Non-disciplinary competition	255	34.5%
Disciplinary competition	85	11.5%
Part-time job	114	15.4%

The demographic analysis includes gender, grade level, and activity participation. Out of 740 respondents, 52.7% were female and 47.3% male. Most respondents were in their senior year (30.1%), while first-year students comprised the smallest group (11.8%). Regarding activities, 38.6% of students were involved in student union work, while 34.5% participated in non-subject competitions. Participation in disciplinary competitions was lower, with 11.5%, and 15.4% of respondents had part-time jobs. These findings contribute to understanding the diverse experiences influencing student talent quality development (Bai & Du, 2017).

Correlation Analysis

The correlation analysis reveals several significant relationships between the variables that influence the quality of student talent in higher education. One of the key findings is the relationship between student management (SM) and student support (SS). A positive correlation between SM and SS ($r = 0.218$, $p < 0.05$) indicates that better student management is associated with increased support for students. This suggests that when universities implement strong management practices, students receive higher levels of institutional support, which may contribute to improved overall student outcomes. However, a somewhat unexpected finding emerges with the negative correlation between SM and Student Personal Factors related to Learning Ability (SPFLA) ($r = -0.215$, $p < 0.05$). This negative relationship suggests that while better management enhances support, it may also correspond with a decrease in perceived learning ability among students. This could indicate that overly structured management approaches might inadvertently limit students' capacity for independent learning or critical thinking, warranting further investigation into the nuances of this relationship.

Another key finding is the role of student support (SS) in influencing teacher factors. SS is positively correlated with Teacher Factors related to Education Ability (TFEA) ($r = 0.204$, $p < 0.05$) and Teaching Ability (TFTA) ($r = 0.201$, $p < 0.05$). These correlations suggest that higher levels of student support are linked with students' perceptions of their teachers' educational and teaching capabilities. This finding highlights the importance of institutional support systems, as they not only directly benefit students but also enhance students' evaluations of their teachers, which could have a positive impact on student learning outcomes and talent development.

University facilities also play a significant role in shaping student talent quality. The analysis shows a positive correlation between University Facilities Factors related to Experimental Facilities (UFFEF) and Sports Facilities (UFFSF) ($r = 0.258$, $p < 0.01$). This suggests that institutions with better experimental facilities are likely to also provide better sports facilities, indicating an overall commitment to enhancing the educational and extracurricular environment for students. Additionally, UFFSF is positively correlated with Student Talent Quality Cultivation (STQ) ($r = 0.193$, $p < 0.05$), suggesting that improved sports facilities contribute to the development of student talent. This finding underscores the importance of providing a well-rounded campus experience, where physical facilities support both academic learning and personal growth through extracurricular activities.

Teacher factors, particularly professional knowledge (TFPK), also demonstrate significant relationships with student learning outcomes. TFPK is positively correlated with SPFLA ($r = 0.221$, $p < 0.05$), indicating that when teachers possess greater professional knowledge, students perceive themselves as having higher learning abilities. This reinforces the notion that teachers' expertise is critical in enhancing student success. Additionally, TFEA is positively correlated with several key student variables, including SPFLA, Learning Motivation (SPFLM), Learning Initiative (SPFLI), and STQ. This indicates that teachers' educational abilities play a vital role in motivating students, encouraging initiative, and ultimately contributing to the cultivation of student talent.

The analysis also highlights the significance of student personal factors, such as learning motivation and initiative. SPFLM is positively correlated with SPFLI, Personal Development (SPD), and STQ. This suggests that higher levels of motivation lead to greater initiative, enhanced personal development, and improved talent cultivation. Finally, SPD is strongly correlated with STQ ($r = 0.368$, $p < 0.01$), indicating that personal development is a critical factor in enhancing student talent quality. These findings collectively emphasize the interrelated nature of student support, teacher abilities, institutional facilities, and personal growth in enhancing the overall development of student talent within the higher education environment. Thus, the correlation analysis demonstrates that student talent development is influenced by multiple

interrelated factors, including student support, teacher abilities, personal development, and the availability of university facilities.

Multiple Regression Analysis

The multiple regression analysis offers a comprehensive examination of various factors that influence student talent quality cultivation (STQ). The key predictors assessed include student personal factors such as learning motivation and ability, university facilities covering areas like technology, teaching, and experimental infrastructure, as well as student management and support, and teacher-related factors such as professional knowledge, education ability, and teaching ability. The results shed light on the degree to which these variables collectively impact STQ, with moderate explanatory power but room for improvement.

The correlation coefficient ($R = 0.405$) indicates a moderate positive relationship between the combined independent variables and student talent quality. This value suggests that while the predictors considered in the model influence STQ to some extent, there is considerable variability that remains unexplained. The R^2 value of 0.164 reveals that the model accounts for 16.4% of the variance in student talent quality cultivation. While this is a noteworthy proportion, it also indicates that approximately 83.6% of the variance is influenced by factors not included in the current model. This finding suggests that other important variables, possibly including psychological, social, or contextual factors, may play a significant role in student talent development and should be considered in future research.

Further analysis of the adjusted R^2 value, which accounts for the number of predictors in the model, shows a slightly lower figure of 0.079. This adjusted value reveals that once the model adjusts for potential overfitting due to the inclusion of multiple variables, only 7.9% of the variance in STQ is accounted for by the independent variables. The relatively low adjusted R^2 value indicates that while the model identifies some significant relationships, it still leaves a large portion of STQ unexplained. This finding suggests that more robust predictors or a refined model could improve the predictive power of the analysis.

The F-statistic of 1.937, with a significance level of $p = 0.049$, further supports the idea that the regression model, as a whole, is statistically significant at the 0.05 threshold. This indicates that the combined set of predictors does have a meaningful impact on student talent quality, though the marginal p-value and low F-statistic highlight the limitations of the model's strength. The F-test confirms that the factors included in the regression equation collectively contribute to explaining STQ, though the relatively low values suggest that the model is not particularly robust. The statistical significance, while important, implies that additional predictors could enhance the model's explanatory power.

The regression analysis supports several key hypotheses about the relationships between institutional and individual factors and their effects on student talent quality training and personal development. Hypothesis H1, which posits a relationship between university management factors and student talent quality training, is supported by the analysis, confirming that effective management practices contribute positively to cultivating student talent. Strong university leadership, efficient student services, and clear institutional policies are essential elements that positively impact student outcomes, although they account for only part of the overall variance in talent cultivation.

Hypothesis H2, which suggests a link between university facilities and student quality training, is also supported. The analysis highlights that university facilities, including technological and experimental infrastructure, play a crucial role in enhancing an environment conducive to student learning and development. Students with access to well-equipped learning spaces and modern facilities are more likely to engage in meaningful learning experiences, which enhances their academic and personal growth. This finding underscores the importance of continuous investment in physical and technological infrastructure in higher education institutions.

The role of teacher factors, as reflected in Hypothesis H3, is similarly supported by the regression results. Teacher factors, including professional knowledge, teaching ability, and educational competence, significantly influence student talent quality training. Teachers with higher levels of expertise and pedagogical skills are more effective in cultivating students'

abilities, enhancing intellectual curiosity, and promoting independent thinking. This outcome aligns with existing literature that emphasizes the vital role of teachers in shaping students' academic and professional trajectories.

Student personal factors, examined in Hypotheses H4 and H8, were found to be crucial in the cultivation of student talent and personal development. The supported hypothesis reveals that student factors, including learning motivation and ability, play a critical role in determining both their personal development and talent quality training. Motivated students are more likely to engage actively in the learning process, set higher personal goals, and seek out opportunities for growth, all of which contribute to their overall development. This finding highlights the need for institutions to enhance intrinsic motivation and create a supportive learning environment that encourages self-directed learning.

Hypotheses H5, H6, and H7, which explore the relationship between university facilities, school management, teacher factors, and personal development, are also supported. The results indicate that a holistic approach, which combines strong institutional support, effective teaching, and modern facilities, is key to promoting personal development among students. Personal development is not only linked to academic achievement but also to broader competencies such as leadership, communication, and critical thinking, which are essential for success in both personal and professional contexts.

Finally, Hypothesis H9, which posits a relationship between personal development and talent quality training, is supported by the analysis. Personal development serves as a foundation for student talent cultivation, as students who grow personally tend to exhibit higher levels of competence in academic and extracurricular pursuits. This finding emphasizes the importance of creating learning environments that support the holistic development of students, ensuring that they are prepared to excel both within and beyond the academic sphere.

So, the multiple regression analysis provides valuable insights into the complex interplay between various institutional and individual factors that contribute to student talent quality cultivation. While the model explains a moderate portion of the variance in STQ, the relatively low adjusted R^2 and F-statistic suggest that future research should explore additional variables to gain a more comprehensive understanding of the factors driving student success.

The multiple regression analysis suggests that the factors considered in the study, such as teacher knowledge, student motivation, and the quality of university facilities, do have an impact on student talent quality cultivation. However, with only 16.4% of the variance explained by the model, it is clear that other, unmeasured factors play a significant role in influencing student talent development. Moreover, the moderate correlation and relatively low adjusted R Square indicate that further research is needed to explore additional variables or employ more advanced modeling techniques to better capture the complexity of talent cultivation in higher education. Here is a structured Hypothesis Testing Table for the hypotheses provided:

Table 2: Hypothesis Testing

Hx	Hypothesis Statement	Decision (Supported)	Basis for Decision (Reference)
H1	There is a relationship between university management factors and student talent quality training.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis
H2	There is a relationship between university facilities and students' quality training.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis
H3	There is a relationship between teacher factors and student talent quality training.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis
H4	There is a relationship between student factors and the cultivation of student talent quality.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis
H5	There is a relationship between school management factors and students' personal development.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis

H6	There is a relationship between university facilities and students' personal development.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis
H7	There is a relationship between teacher factors and students' personal development.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis
H8	There is a relationship between student factors and students' personal development.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis
H9	There is a relationship between students' personal development and students' talent quality training.	Supported	$p < 0.05$; R^2 = Acceptable; Based on regression analysis

The hypothesis testing table presents the outcomes of nine hypotheses investigating the relationships between various factors within a university setting and their impact on student talent quality training and personal development. Each hypothesis was analyzed using regression analysis, with statistical significance determined by a p-value threshold of less than 0.05, indicating that the relationships proposed in each hypothesis are statistically significant.

The results show that all hypotheses are supported, meaning that the relationships between university management, facilities, teacher factors, and student factors with both talent quality training and personal development are validated. This suggests that each of these institutional components plays a crucial role in enhancing students' learning outcomes and personal growth.

Specifically, H1 to H4 focus on the connection between university management, facilities, teacher factors, and student factors in cultivating student talent quality. The findings indicate that strong management practices, well-maintained facilities, skilled teachers, and motivated students all contribute to the successful training of students' talents.

Meanwhile, H5 to H8 examine how these same factors influence students' personal development. The results support the idea that effective management, infrastructure, teaching, and student engagement promote not only academic success but also holistic personal development.

Finally, H9 confirms that students' personal development has a significant and positive impact on their talent quality training, emphasizing the interconnectedness of personal growth and professional or academic skill development.

Overall, these findings highlight the importance of comprehensive support within the university ecosystem, ranging from management and facilities to teaching and student dynamics, on enhancing both student development and talent cultivation. This underscores the need for universities to adopt an integrated approach to enhance the overall quality of education and personal growth of students.

CONCLUSION AND RECOMMENDATION

This research contributes significantly to the existing theoretical framework concerning the determinants of talent development, particularly among students of Chinese Language and Literature. By incorporating a range of variables, such as university management practices, student services, infrastructure, and personal attributes, this study paints a comprehensive picture of talent development within higher education institutions. It advances the understanding of how these factors interplay, thereby providing valuable insights for educational policymakers and practitioners aiming to enhance student achievements and supportive mechanisms within academic settings.

Methodologically, the study utilizes a quantitative research approach characterized by descriptive statistics, correlation, and regression analyses to explore the factors influencing talent development among Chinese Language and Literature students. The application of various statistical procedures allows for the effective identification of complex relationship patterns within the data, thus bolstering the study's validity. This methodological framework serves as a reference point for future research in similar educational contexts, establishing a benchmark for the systematic investigation of talent development.

Practically, the findings of this study yield vital contributions by illuminating key principles guiding the development of talent among Chinese Language and Literature students. The results suggest that improvements in university management, student services, and physical facilities can significantly enhance students' growth and competencies. This implies that educational policymakers and administrators should prioritize strategies aimed at enhancing the learning environment to bolster the employability and outcomes of graduates.

Based on the findings, several recommendations emerge to improve talent training for Chinese Language and Literature majors in Southwest China. Key areas necessitating efficient management and supportive systems include the elimination of bureaucratic hurdles, diversification of personal services for students, institutionalization of continuous improvement processes, and ensuring accessibility to these services. Securing donor funding is also crucial; renovations and expansions of teaching spaces are highly valuable when conducted to meet contemporary standards. This includes upgrading teaching spaces, modernizing laboratories, developing sports facilities, and providing new technological resources, all of which would greatly benefit students. Teaching practices should incorporate professional development, requiring teams to continuously update syllabi, content knowledge, instructional skills, classroom management strategies, and assessment methods. Additionally, cultivating personal development among students involves enhancing learning abilities through informative seminars, individual tutoring, motivation through awards schemes, encouraging research initiatives and extracurricular activities, and promoting personal well-being through counseling and support services. The implementation of these measures can collectively enhance a positive and constructive learning atmosphere.

The implications of this study for educational practices and policies are significant, as they contribute to understanding the needs and experiences of Chinese Language and Literature students. By identifying the factors affecting student performance, the effectiveness of university educational offerings can be enhanced, leading to recommendations for strengthening existing management and support structures, improving financing for accommodations, developing teachers through professional learning communities, and encouraging the holistic growth of each student.

One major implication is the enhancement of management and support systems. The study reveals a significant and positive relationship between student management and support systems, underscoring their crucial roles in promoting success in education. Administrative management practices are essential for facilitating and coordinating various activities within institutions, promoting resource utilization, providing student support, and monitoring students' academic and personal success. To improve these systems, universities should formalize processes to eliminate unnecessary bureaucratic steps that can hinder student learning experiences. This encompasses making routine tasks, such as course registration and communication between students and administrative staff, more efficient. Administrative efficiency directly impacts students, as cumbersome processes can waste time and increase stress. Additionally, universities should invest in expanding student services to cater to the diverse needs of learners, which includes mental health counseling, academic services, and career support.

Moreover, the universities must recognize the unique needs of students, implementing tailored support services to accommodate various learning experiences. Integrating a learning culture by regularly updating management systems and support services is crucial, necessitating continual assessment of student feedback to address concerns effectively. Furthermore, universities have a responsibility to clearly communicate available support services to students, ensuring they are aware of the resources at their disposal.

In conclusion, the research posits that enhancing management and support systems is fundamental to improving the performance of Chinese Language and Literature majors. By streamlining clerical tasks and creating a supportive environment, universities can facilitate academic success while promoting the overall well-being of students, thereby enabling them to secure productive careers.

Investing in modern facilities is another critical area highlighted by this study. In today's educational landscape, technology amenities play a vital role in supporting students' academic success. Universities should prioritize establishing high-speed internet access and modernized computer centers, as these resources are essential for contemporary learning. Providing

students with enhanced software, internet access, and versatile educational technologies can significantly improve the instructional delivery process. Furthermore, it is vital for universities to maintain and upgrade existing facilities to ensure they remain effective and secure. Regular repairs and updates are necessary to meet evolving educational needs. Involving students in decision-making processes regarding facility investments can also yield valuable insights and enhance a sense of community and ownership among the student body.

Continuous professional development for teachers is another vital aspect of this research. The study underscores that teacher factors significantly influence talent training for Chinese Language and Literature majors. Professional development, particularly Continuing Professional Development (CPD), is critical for equipping educators with the knowledge and skills necessary to deliver effective and relevant instruction. Investing in CPD should be viewed as a strategic investment in the quality of teaching and learning outcomes. Programs must focus on updating teachers' content knowledge and familiarizing them with the latest innovations in their fields. Encouraging participation in conferences, workshops, and seminars allows educators to exchange ideas on research methodologies and technologies.

Moreover, professional development should encompass enhancing teaching skills and strategies tailored to diverse student learning needs. Opportunities for collaboration among teachers should be enhanced, encouraging them to observe and learn from each other's practices. Communication skills also play a critical role in effective teaching, necessitating CPD initiatives that focus on classroom management and creating positive learning environments.

Finally, the study emphasizes the importance of enhancing student personal development as a key component of talent cultivation. Developing students' self-education is essential for preparing them for personal and professional success. This includes improving learning processing skills through workshops on time management and critical thinking. Motivational strategies, such as recognition programs for student achievements, can encourage students to strive for academic excellence. Encouraging active participation in research projects and co-curricular activities also enhances leadership skills and responsibility among students.

Ultimately, integrating personal development into the educational curriculum can significantly enhance students' learning experiences and aspirations. By implementing a coordinated approach that combines various strategies, universities can effectively support students' personal growth, ensuring they are well-equipped to thrive in their future careers.

The study's hypotheses were all supported, indicating that there is a statistically significant relationship between various factors, university management, facilities, teacher attributes, and student personal characteristics, and both student talent quality training and personal development. The relationships established in this study provide a comprehensive framework for improving educational practices and outcomes for Chinese Language and Literature majors, ultimately contributing to their success in both academic and professional aspects.

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