

## Cultivating Excellence: A Total Quality Management Approach To Enhancing Student Talent In Chinese Language And Literature

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### ABSTRACT

This research explores the critical factors that contribute to the enhancement of student talent quality among undergraduates in Chinese Language and Literature in Southwest China, utilizing the framework of Total Quality Management (TQM). The study adopts a quantitative methodology, employing multiple regression analysis to examine the interrelations among university management practices, facilities, teacher effectiveness, and student personal characteristics in the context of talent development. The results indicate a moderate positive correlation ( $R = 0.405$ ) between the identified independent variables and student talent quality, explaining 16.4% of the variance in talent cultivation. Although the findings are statistically significant ( $p = 0.049$ ), the relatively low adjusted  $R^2$  value of 0.079 suggests that unmeasured factors significantly influence talent quality outcomes. This study validates multiple hypotheses, affirming the importance of effective university management, high-quality educational facilities, and skilled teaching staff in nurturing student talent. Additionally, it highlights the role of personal attributes, such as motivation and learning ability, in fostering both academic success and personal development. These insights emphasize the need for universities to adopt an integrated and holistic approach to education that encompasses robust management practices, modern infrastructure, and comprehensive support for educators and students alike. Based on the findings, practical recommendations include optimizing administrative processes, enhancing access to contemporary learning resources, and investing in ongoing professional development for teaching staff. By illustrating the complex interplay of various factors within the higher education landscape, this study contributes to existing literature and advocates for the application of TQM principles in educational practices, ultimately aiming to improve student employability and success in an increasingly competitive job market. The findings provide actionable insights for educational policymakers and practitioners seeking to advance talent development strategies in higher education.

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

### INTRODUCTION

The pressing need to improve the quality of college personnel training in Southwest China, especially for students majoring in Chinese language and literature, has become increasingly clear. Employment department interviews 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 target civil servant and teaching positions; however, the admission rates for these roles are discouragingly low, averaging less than 10%. This low acceptance rate adversely affects overall employment rates, while the challenges associated with postgraduate entrance examinations, which boast an acceptance rate of only around 18%, further complicate matters. In response to these difficulties, many students opt for delayed employment to prepare for multiple examinations, leading to a noticeable number of graduates remaining unemployed by the end of the graduation year. This phenomenon highlights the issue of slow employment and severely impacts graduates' job prospects.

Moreover, employers in the region increasingly seek candidates with strong word processing skills, yet many Chinese language and literature graduates lack 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). Consequently, some graduates are forced to accept non-related positions, such as in sales, which creates 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 prepare 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, particularly 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. Nevertheless, 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, formulating and refining 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 a lack of experience in cultivating applied talents in this field. Furthermore, the curriculum tends to follow a single mode of education, lacking 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 integrating 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 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 essential for individual graduates and the broader cultural and educational landscape in China.

## LITERATURE REVIEW

The Chinese Language and Literature major has a rich history that dates back to the establishment of the Department of Chinese Literature at Peking University in 1910. This department marked the beginning of a modern and independent academic discipline within Chinese universities. Over the years, other prominent institutions, such as Beijing Normal University and Fudan University, have followed suit by establishing their own Chinese Language and Literature departments, contributing significantly to the academic landscape that has produced notable scholars like Lu Xun and Hu Shi (Jiao, 2023). Internationally, there has been a significant increase in interest in Chinese language and literature, attracting foreign scholars and leading various global institutions to establish Chinese language programs. This cross-cultural exchange enhances the development and dissemination of traditional Chinese culture, creating a blend of Western academic methodologies and Eastern traditions (Jiang, 2023).

In the contemporary context, the Chinese Language and Literature major faces both opportunities and challenges, especially in local universities in Southwest China. There is a pressing need to enhance professional development and the quality of talent cultivation. However, several issues hinder progress. One significant 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 are slow to adapt to the evolving needs of talent training (Li, 2023). This stagnation often results in superficial talent training programs that inadequately prepare students for workforce demands, as some institutions struggle to implement innovative educational strategies, remaining 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, ultimately undermining the intrinsic value of the educational experience.

The lack of educational resources to support talent cultivation in Chinese Language and Literature programs presents 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 often fall short in ensuring the long-term sustainability and competitiveness of Chinese language and literature graduates. Consequently, the absence of high-quality external educational resources hampers these programs' ability 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 of cultivating well-rounded talent (Xia, 2022). Building 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 graduates find positions as administrative secretaries, primary educators, or in sales, with geographical constraints and the lingering 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 drop to approximately 15% in Southwest China, highlighting the challenges graduates face in securing desirable employment (Gong, 2023).

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. Enhancing university management, curriculum development, and teaching staff quality are essential steps toward improving 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 play a critical role in determining the quality of talent training in undergraduate universities. Although many institutions offer a diverse curriculum that encompasses linguistics, literature, culturology, and translation studies (Wang, 2019), implementation challenges persist. 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. 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). While 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 complexities of the subject matter, 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 critical for 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 struggle to understand 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, underscoring the necessity for a more comprehensive and integrated approach to enhance their educational experience and future employability.

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 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 play a crucial role in 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 that addresses management, educational infrastructure, faculty qualifications, and student engagement, thereby enhancing an environment conducive to improving 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 improving 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.

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) originated in the aspect of enterprise management, with Feigenbaum (1961) defining it as an integrated system designed to meet user requirements while maintaining quality across various organizational departments. Over time, TQM has evolved to prioritize not only customer satisfaction but also the benefits for organizational members and contributions to society, thereby becoming essential for sustainable development. A key component of TQM is the PDCA (Plan-Do-Check-Act) cycle, initially introduced by Shewhart and later refined by Deming, which serves as a foundational method for continuous quality improvement (Huang, 2021). In the context of higher education, TQM principles have been effectively applied to enhance various aspects, including 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 frameworks emphasize the importance of quality improvement, aligning with the evolving demands of diverse industries.

The TQM principle of adopting a customer/student-centered approach significantly informs talent training programs, ensuring that their design and implementation align with the developmental needs of students. Furthermore, TQM's focus on fine process control and continuous improvement directly applies to talent training efforts, with the PDCA cycle serving as a valuable framework for assessing and refining these training programs (Zhu, 2020). This integration of stakeholder and TQM theories creates a comprehensive framework aimed at enhancing undergraduate talent training programs, fostering collaboration among various stakeholders to achieve shared educational objectives and improve the overall quality of talent development.

The literature review has led to the identification of several factors that influence student talent quality improvement. This study specifically examines the influencing factors related to talent cultivation among Chinese Language and Literature majors in undergraduate colleges and universities. It investigates the factors affecting students' personal development, the quality of talent cultivation, and the mechanisms through which these elements interact. Building on theoretical foundations and existing literature, the study incorporates insights gained from expert interviews, preliminary investigations, and personal practical work experience to propose an overall model framework.

By synthesizing these diverse sources of information, the study aims to offer a clearer understanding of the factors affecting student talent quality improvement. This comprehensive approach highlights the importance of a multifaceted examination of the various elements that contribute to effective talent cultivation. Ultimately, the findings are expected to provide valuable insights for educators and policymakers, enabling them to develop more effective strategies for enhancing student outcomes and fostering personal and professional growth among Chinese Language and Literature majors.



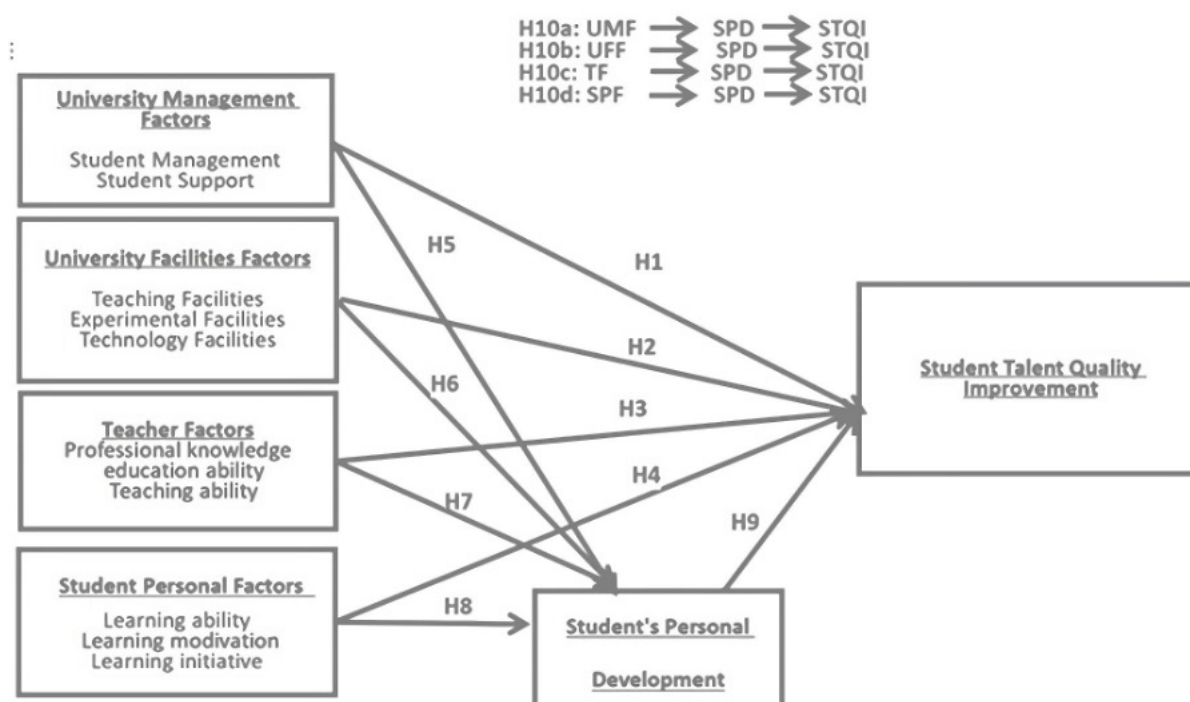


Figure 1: Research Framework

### 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 investigates the factors influencing the quality of talent training for Chinese language and literature majors in undergraduate universities in Southwest China, with a specific focus on 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. Individual students serve as the unit of analysis, as the research aims to understand their experiences in conjunction with the management practices of university staff and educators.

To ensure a representative sample, a stratified sampling method was employed, 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, taking into account both university and grade distributions within the province (Wang, 2023). This approach is justified by the principle of forward transfer, which underscores the significant impact of training design on outcomes throughout the four years of undergraduate education.

For the reliability of the sample size, the study calculated a required sample of 379, factoring in a 5% margin of error to reach a final target of 398 participants. 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 meticulously developed to encompass various dimensions of independent, mediating, and dependent variables, employing self-

administered closed formats to enhance 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).

To minimize biases, the research adopted a cross-sectional design and ensured the reliability and validity of the measurement scales through rigorous testing using SPSS (Thomas, 2023). This methodological rigor is crucial in educational research, particularly in exploring the quality of talent training, as it contributes to a more accurate representation of the data collected. By focusing on the students' perspectives and experiences, the study aims to provide insights into the effectiveness of current training practices, as well as the management strategies employed by educational staff.

The stratified sampling technique and random selection processes employed in this study are essential for capturing the diversity of experiences among students in Chinese language and literature programs across various universities. This approach not only enhances the generalizability of the findings but also allows for a nuanced understanding of how different factors influence talent training quality. Overall, the research aims to shed light on the interplay between student experiences and institutional practices, ultimately contributing to the ongoing discourse surrounding educational quality and effectiveness in higher education. Through a comprehensive analysis of the data collected, this study hopes to inform future improvements in curriculum design and talent training methodologies within the Chinese language and literature discipline.

## DATA ANALYSIS AND FINDINGS

This study examines several critical aspects of data quality, such as missing data, irrational or inconsistent data, outliers, normality, multicollinearity, homoscedasticity, heteroscedasticity, and biases. Through meticulous analysis, no missing, irrational, inconsistent, or outlying data were detected, which contributes to the dataset's accuracy and robustness. Furthermore, the data demonstrated a normal distribution and exhibited homoscedasticity, reinforcing the reliability of the regression analysis. Concerns regarding multicollinearity were absent, which further bolsters the validity of the results. Additionally, there was no evidence of non-response or common method biases, enhancing the study's external validity and ensuring that the conclusions drawn are both accurate and reliable (Bai & Du, 2017; Thomas, 2023).

**Table 1: Demographic Profile**

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

The demographic profile of the study participants was analyzed, focusing on variables such as gender, grade level, and participation in various activities. Out of 740 respondents, 52.7% identified as female and 47.3% as male, indicating a relatively balanced gender distribution among the participants. The grade level of respondents varied, with the largest proportion being in their senior year at 30.1%, while first-year students constituted the smallest group at 11.8%. This distribution provides insight into the experiences and perspectives represented in the study, as it includes students at different stages of their academic journey.

Regarding extracurricular activities, a significant portion of the students engaged in various forms of participation outside of their academic responsibilities. Specifically, 38.6% of respondents were involved in student union activities, indicating a high level of engagement in student governance and leadership roles. Non-disciplinary competitions attracted the interest of 34.5% of the participants, reflecting a broader involvement in campus life and skill development. Conversely, participation in disciplinary competitions was lower, with only 11.5% of students engaging in these activities, while 15.4% reported having part-time jobs. These findings highlight the diverse experiences of the respondents and illustrate the various factors that may influence the development of student talent quality.

Overall, the demographic analysis not only sheds light on the characteristics of the study sample but also emphasizes the multifaceted nature of student experiences that contribute to talent quality development. Understanding these diverse factors is essential for comprehensively evaluating the effectiveness of talent training programs in Chinese language and literature majors. The information gathered from this demographic profile will aid in contextualizing the research findings and providing a richer understanding of the elements impacting talent cultivation within this discipline (Bai & Du, 2017). In summary, this thorough examination of data quality and the demographic characteristics of the respondents enhances the study's credibility and lays a solid foundation for subsequent analyses.

The correlation analysis reveals several significant relationships among the variables that influence the quality of student talent in higher education. A notable finding is the positive correlation between student management (SM) and student support (SS), which indicates that better management practices are associated with increased levels of support for students ( $r = 0.218, p < 0.05$ ). This relationship suggests that effective management practices implemented by universities contribute to improved student outcomes by providing higher levels of institutional support. However, an unexpected negative correlation between SM and Student Personal Factors related to Learning Ability (SPFLA) ( $r = -0.215, p < 0.05$ ) indicates that while improved management enhances student support, it may also correlate with a decrease in perceived learning ability among students. This unexpected finding raises questions about the potential downsides of highly structured management approaches, which might inadvertently restrict students' opportunities for independent learning and critical thinking, highlighting the need for further investigation into this complex relationship.

Another important finding centers on the role of student support (SS) in influencing teacher-related factors. The analysis indicates a positive correlation between SS and Teacher Factors related to Education Ability (TFEA) ( $r = 0.204, p < 0.05$ ) as well as Teaching Ability (TFTA) ( $r = 0.201, p < 0.05$ ). These correlations imply that students who perceive higher levels of support also tend to evaluate their teachers' educational and teaching capabilities more positively. This underscores the critical importance of institutional support systems, as they not only provide direct benefits to students but also enhance their perceptions of teacher effectiveness, potentially leading to better learning outcomes and overall talent development.

University facilities emerge as another significant factor shaping student talent quality. The analysis reveals a positive correlation between University Facilities Factors related to Experimental Facilities (UFFEF) and Sports Facilities (UFFSF) ( $r = 0.258, p < 0.01$ ), suggesting that institutions with superior experimental facilities are likely to also provide enhanced sports facilities. This correlation indicates a broader commitment to enriching the educational and extracurricular environment for students. Furthermore, UFFSF is positively correlated with Student Talent Quality Cultivation (STQ) ( $r = 0.193, p < 0.05$ ), implying that improved sports facilities contribute positively to the development of student talent. This finding highlights 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), demonstrate significant relationships with student learning outcomes. The analysis shows a positive correlation between TFPK and SPFLA ( $r = 0.221, p < 0.05$ ), indicating that when teachers possess greater professional knowledge, students perceive themselves as having higher learning abilities. This finding reinforces the notion that teacher expertise is vital for enhancing student success. Additionally, TFEA correlates positively with several key student variables, including SPFLA, Learning Motivation (SPFLM), Learning Initiative (SPFLI), and STQ, suggesting that teachers' educational abilities play a crucial role in motivating students, fostering initiative, and ultimately contributing to talent cultivation.

The analysis also emphasizes the significance of student personal factors, such as learning motivation and initiative. SPFLM is positively correlated with SPFLI, Personal Development (SPD), and STQ, indicating that higher levels of motivation lead to greater initiative, enhanced personal development, and improved talent cultivation. Notably, SPD exhibits a strong correlation with STQ ( $r = 0.368$ ,  $p < 0.01$ ), underscoring the critical role of personal development in enhancing student talent quality. Collectively, these findings highlight the interrelated nature of student support, teacher abilities, institutional facilities, and personal growth in fostering the overall development of student talent within the higher education context. Consequently, 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.

In the multiple regression analysis, a comprehensive examination of various factors that influence student talent quality cultivation (STQ) is conducted. Key predictors assessed include student personal factors, such as learning motivation and ability; university facilities encompassing areas like technology, teaching, and experimental infrastructure; and teacher-related factors, including professional knowledge, education ability, and teaching ability. The results provide insight into the degree to which these variables collectively impact STQ, revealing moderate explanatory power while indicating 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 although the predictors included in the model influence STQ to some extent, there remains considerable variability that is unexplained. The  $R^2$  value of 0.164 reveals that the model accounts for only 16.4% of the variance in student talent quality cultivation. While this represents a noteworthy proportion, it also suggests that approximately 83.6% of the variance is influenced by factors not included in the current model. This finding implies that additional important variables, possibly encompassing psychological, social, or contextual factors, may significantly contribute to student talent development and warrant consideration in future research.

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

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

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

Hypothesis H2, which suggests a link between university facilities and student quality training, is similarly supported. The analysis highlights that university facilities, including technological and experimental infrastructure, play a crucial role in fostering 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 that enhance both their academic and personal growth. This finding underscores the necessity of continuous investment in physical and technological

infrastructure within higher education institutions.

The role of teacher factors, reflected in Hypothesis H3, is also 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 emphasizing the critical role teachers play in shaping students' academic and professional trajectories.

Student personal factors, examined in Hypotheses H4 and H8, are found to be essential in cultivating student talent and personal development. The supported hypothesis indicates that student factors, including learning motivation and ability, play a critical role in determining 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 opportunities for growth, all contributing to their overall development. This finding highlights the need for institutions to enhance intrinsic motivation and create supportive learning environments that encourage self-directed learning.

Hypotheses H5, H6, and H7, which explore the relationships among 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 linked not only to academic achievement but also to broader competencies, such as leadership, communication, and critical thinking, which are essential for success in personal and professional contexts.

Finally, Hypothesis H9, positing 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 experience personal growth tend to exhibit higher levels of competence in both academic and extracurricular pursuits. This finding emphasizes the importance of creating learning environments that support the holistic development of students, ensuring they are prepared to excel both within and beyond the academic sphere.

Overall, the multiple regression analysis provides valuable insights into the complex interplay among various institutional and individual factors contributing 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 conducted in this study highlights the influence of various factors on the cultivation of student talent quality. Specifically, it demonstrates that elements such as teacher knowledge, student motivation, and the quality of university facilities do have a measurable impact on this important aspect of higher education. However, the model accounts for only 16.4% of the variance in student talent quality cultivation, suggesting that a significant portion of the factors influencing student development remain unmeasured. This limitation is reinforced by the moderate correlation observed among the predictors and the relatively low adjusted R Square, indicating a need for further research. Additional variables or more advanced modeling techniques may be required to better capture the complexity of talent cultivation within higher education institutions.

To provide clarity on the findings, a structured hypothesis testing table has been created to summarize the outcomes of the nine hypotheses examined in the study. Each hypothesis sought to investigate the relationships between various factors in a university setting and their subsequent impact on student talent quality training and personal development. These hypotheses were analyzed using regression analysis, with statistical significance determined by a p-value threshold of less than 0.05. This threshold serves as a benchmark to ascertain that the proposed relationships in each hypothesis are statistically significant.

**Table 2: Hypothesis Testing**

| Hx | Hypothesis Statement | Decision<br>(Supported) | Basis for Decision (Reference) |
|----|----------------------|-------------------------|--------------------------------|
|----|----------------------|-------------------------|--------------------------------|

|    |   |           |   |
|----|---|-----------|---|
| H1 | There is a relationship between university management factors and student talent quality training.    | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H2 | There is a relationship between university facilities and students' quality training.                 | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H3 | There is a relationship between teacher factors and student talent quality training.                  | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H4 | There is a relationship between student factors and the cultivation of student talent quality.        | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H5 | There is a relationship between school management factors and students' personal development.         | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H6 | There is a relationship between university facilities and students' personal development.             | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H7 | There is a relationship between teacher factors and students' personal development.                   | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H8 | There is a relationship between student factors and students' personal development.                   | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; Based on regression analysis |
| H9 | There is a relationship between students' personal development and students' talent quality training. | Supported | $p < 0.05$ ; $R^2 = \text{Acceptable}$ ; 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 of the hypothesis testing confirm that all nine hypotheses are supported, validating the relationships between university management factors, facilities, teacher factors, student factors, and both talent quality training and personal development. The findings indicate that each of these institutional components plays a crucial role in enhancing students' learning outcomes and personal growth. Specifically, hypotheses H1 through H4 focus on the connections between university management, facilities, teacher factors, and student factors in the context of cultivating student talent quality. The analysis reveals that strong management practices, well-maintained facilities, skilled teachers, and motivated students collectively contribute to the effective training of students' talents.

For instance, strong university management is linked to better student outcomes, as effective leadership and organizational policies can enhance student support systems and foster an environment conducive to learning. Similarly, the quality of university facilities is shown to have a direct impact on students' engagement and success, as well-equipped learning spaces promote meaningful academic experiences. Teacher factors, particularly professional knowledge and teaching ability, further contribute to this positive outcome, as skilled educators can inspire students and enhance their academic performance.

The second group of hypotheses, H5 through H8, examines how the same institutional factors influence students' personal development. The results further support the notion that effective management, infrastructure, teaching quality, and student engagement not only promote academic success but also facilitate holistic personal development. Personal development is critical in shaping well-rounded individuals who are prepared for both professional and personal challenges. The findings suggest that when universities invest in their management practices, physical infrastructure, and teaching quality, they create an environment that nurtures not only academic achievement but also the broader competencies essential for success in various life domains.

Furthermore, hypothesis H9 explores the relationship between students' personal development and their talent quality training, confirming that personal growth has a significant and positive impact on the cultivation of student talent. This relationship emphasizes the interconnectedness of personal growth and the development of academic or professional skills. When students engage in personal development, they tend to exhibit higher levels of competence in their academic pursuits.

and extracurricular activities, which in turn enhances their overall talent quality. This finding underscores the importance of fostering an environment that supports students' holistic development, as personal and academic growth are inextricably linked.

Overall, the results from the hypothesis testing illustrate the importance of a comprehensive support system within the university ecosystem. The interconnected relationships among management practices, facilities, teacher factors, and student dynamics highlight the need for an integrated approach to enhance both student development and talent cultivation. This holistic perspective suggests that universities should not only focus on academic outcomes but also prioritize personal growth initiatives that equip students with the necessary skills and competencies for their future careers.

In light of these findings, universities are encouraged to adopt strategies that enhance all facets of the educational experience. For example, investing in faculty development programs can improve teacher effectiveness, while enhancing university facilities can create a more engaging and supportive learning environment. Moreover, fostering student engagement through leadership opportunities and extracurricular activities can further promote personal development, ultimately contributing to the cultivation of student talent.

In conclusion, the hypothesis testing and subsequent analysis underscore the vital role that multiple interconnected factors play in the quality of student talent cultivation. The evidence supports the notion that comprehensive institutional support, ranging from effective management to robust teaching practices, is essential for facilitating both academic and personal growth. By embracing an integrated approach, universities can better prepare students to excel in their academic pursuits and beyond, ultimately contributing to the cultivation of a talented and well-rounded future workforce.

## CONCLUSION AND RECOMMENDATION

This research makes a significant contribution to the existing theoretical framework concerning the determinants of talent development, particularly among students of Chinese Language and Literature. By incorporating a diverse range of variables, including university management practices, student services, infrastructure, and personal attributes, this study provides a comprehensive understanding of talent development within higher education institutions. It advances the discourse on how these factors interact, yielding valuable insights for educational policymakers and practitioners who aim to enhance student achievements and supportive mechanisms within academic settings.

Methodologically, the study employs a quantitative research approach characterized by descriptive statistics, correlation, and regression analyses to investigate the factors influencing talent development among Chinese Language and Literature students. The application of various statistical techniques facilitates the identification of complex relationship patterns within the data, thereby bolstering the study's validity. This methodological framework not only adds depth to the current research but also serves as a reference point for future studies in similar educational contexts, establishing a benchmark for the systematic investigation of talent development.

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

Based on the findings, several recommendations emerge to enhance talent training for Chinese Language and Literature majors in Southwest China. Key areas necessitating efficient management and supportive systems include the removal 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 classrooms, modernizing laboratories, developing sports facilities, and providing new technological resources, all of which would greatly benefit students. Teaching practices should encompass professional development, necessitating teams to continuously update syllabi, content knowledge, instructional skills, classroom management strategies, and assessment

methods. Moreover, fostering personal development among students entails enhancing their learning abilities through informative seminars, individual tutoring, motivational awards schemes, and encouraging research initiatives and extracurricular activities, while also promoting personal well-being through counseling and support services. The implementation of these measures can collectively foster a positive and constructive learning atmosphere.

The implications of this study for educational practices and policies are significant, as they deepen the understanding of 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 promoting 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 educational success. Effective administrative management practices are essential for facilitating and coordinating various activities within institutions, optimizing resource utilization, providing student support, and monitoring academic and personal success. To improve these systems, universities should formalize processes to eliminate unnecessary bureaucratic steps that can hinder student learning experiences. Streamlining routine tasks, such as course registration and communication between students and administrative staff, is crucial. Administrative efficiency directly impacts students, as cumbersome processes can waste time and heighten stress levels. Furthermore, universities should invest in expanding student services to meet the diverse needs of learners, including mental health counseling, academic assistance, and career support.

Moreover, 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 essential, necessitating continual assessment of student feedback to effectively address concerns. Additionally, 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 fostering a supportive environment, universities can facilitate academic success while promoting the overall well-being of students, ultimately enabling them to secure productive careers.

Investing in modern facilities emerges as 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. Additionally, it is crucial for universities to maintain and upgrade existing facilities to ensure their effectiveness and security. 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 foster a sense of community and ownership among the student body.

Continuous professional development for teachers is another vital aspect underscored by this research. The study highlights that teacher factors significantly influence talent training for Chinese Language and Literature majors. Investing in Continuing Professional Development (CPD) is critical for equipping educators with the knowledge and skills necessary to deliver effective and relevant instruction. 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.

Furthermore, 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 one another'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 fosters leadership skills and a sense of responsibility among students.

Integrating personal development into the educational curriculum can profoundly enhance students' learning experiences and aspirations. This integration fosters a holistic approach that acknowledges the multifaceted nature of student growth, encompassing academic, emotional, and social dimensions. By implementing a coordinated strategy that combines various elements, universities can effectively support personal development, ensuring that students are well-equipped to thrive in their future careers. Such an approach recognizes that education extends beyond mere content delivery; it involves nurturing the skills, competencies, and emotional intelligence necessary for success in a rapidly changing world.

The research findings underscore the importance of establishing a supportive educational environment that prioritizes personal development. By aligning curricular goals with opportunities for students to engage in self-reflection, skill-building, and experiential learning, universities can create pathways for meaningful personal growth. This can involve integrating workshops on time management, critical thinking, and emotional resilience into the academic curriculum, as well as promoting participation in extracurricular activities that encourage leadership and teamwork. When universities actively foster personal development, they not only enhance students' academic performance but also cultivate a sense of agency and purpose among learners, preparing them for the complexities of modern professional landscapes.

Moreover, the study's hypotheses were all supported, highlighting a statistically significant relationship between various factors, such as university management, facilities, teacher attributes, and student personal characteristics, and both student talent quality training and personal development. This reinforces the notion that educational success is a collaborative effort involving multiple stakeholders within the university ecosystem. Effective university management practices create a conducive learning environment that empowers students, while well-maintained facilities provide the necessary resources for academic and personal growth. Additionally, teacher attributes, including professional knowledge and teaching ability, play a critical role in shaping students' educational experiences and fostering their motivation to learn.

The relationships established in this study provide a comprehensive framework for enhancing educational practices and outcomes for Chinese Language and Literature majors. By understanding how university management, facilities, teacher qualities, and student attributes intersect, educational institutions can devise targeted interventions that address specific areas of need. For instance, improving student services, streamlining administrative processes, and enhancing the physical learning environment can significantly contribute to students' overall development. These improvements not only facilitate academic success but also foster a supportive atmosphere where students feel valued and engaged in their learning journeys.

In addition, the emphasis on personal development within the curriculum can lead to increased student engagement and motivation. When students perceive their educational experience as relevant to their personal and professional aspirations, they are more likely to take an active role in their learning. This active participation can manifest in various ways, such as seeking out mentorship opportunities, participating in research projects, and engaging in community service initiatives. By cultivating a sense of purpose and connection to their studies, universities can enhance students' intrinsic motivation, ultimately leading to improved academic outcomes and higher levels of personal satisfaction.

Furthermore, the study's insights offer valuable implications for educational policymakers and administrators. By prioritizing strategies that promote personal development alongside academic excellence, universities can create a more holistic educational experience. This includes not only investing in physical infrastructure and resources but also emphasizing the importance of mental health support, counseling services, and career guidance. By addressing the diverse

needs of students, institutions can ensure that all learners have access to the tools and support necessary for their success.

In conclusion, the integration of personal development into the educational curriculum is essential for fostering well-rounded individuals who are prepared to navigate the complexities of modern society. The findings of this research provide a roadmap for universities to enhance educational practices and outcomes for Chinese Language and Literature majors. By recognizing the interconnectedness of various factors influencing student success, educational institutions can create an environment that nurtures both academic achievement and personal growth, ultimately contributing to students' success in both academic and professional perspectives.

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