

Research on the Path of Empowering the High Quality Development of Secretarial Career with New Quality Productivity

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Abstract: *With its high technology, high efficiency and high quality, new quality productive forces provides a new impetus for the secretarial profession. Focusing on the secretarial profession, this paper deeply explores how the new quality productivity can empower the secretarial profession to achieve high-quality development. By analyzing the connotation and characteristics of new quality productive forces, and then discussing the operation mechanism of new quality productive forces to empower the secretary profession. This paper expounds the existing problems in the current secretarial career development, and then puts forward an effective path for the high-quality development of the secretarial profession empowered by new quality productivity from many aspects such as technical adaptation, ability improvement, and role transformation, mainly to provide theoretical support and practical guidance for the transformation and upgrading of the secretarial profession in the context of the new era.*

Keywords: New quality productive forces, Secretary profession, High-quality development.

1. Introduction

In January 2024, General Secretary Xi Jinping systematically explained the scientific connotation of the new quality productivity during the eleventh collective learning of the Political Bureau of the CPC Central Committee, and pointed out that “the new quality productivity is the leading role of innovation, and it is a high-tech, efficient and high-quality feature of the advanced productivity quality that breaks away from the traditional economic growth mode, productivity development path, and conforms to the new development concept [1].” As a new type of productivity, the new quality productivity is bound to promote the transformation of the social and economic operation mode and development mode, as well as the changes in the development mode of various industries. Secretarial work is a crucial comprehensive service in organizational work, which ensures the efficient implementation of organizational activities by performing functions such as communication and coordination, information processing, and decision-making assistance. The emergence of new quality productivity will inevitably bring new pressure to secretarial work. How secretaries can use new quality productivity to achieve high-quality development of secretarial work is an important issue in secretarial research, which has significant practical significance for studying how new quality productivity empowers secretarial work and its development.

2. The Connotation and Characteristics of New Quality Productivity

2.1 The Connotation of New Quality Productivity

The new quality productivity is an important concept of the basic principles of Marxist political economy put forward by General Secretary Xi Jinping under the new era conditions and in combination with the actual development of China's productivity. New quality productivity is a new type of productivity that, relative to traditional productivity, is driven by technological innovation and integrates emerging

technologies such as digital technology, artificial intelligence, big data, and cloud computing. By innovating production methods and optimizing the allocation of production factors, it generates higher efficiency, higher benefits, and stronger competitiveness. The characteristic is innovation, the key is quality, and the essence is advanced productivity.

From the perspective of the three elements of productivity, the “new quality” of new quality productivity is mainly reflected in three aspects: first, the iterative upgrading of labor factors, the formation of a composite talent pool, the ability to apply modern technology, the level of high-end equipment operation, and the ability to quickly update knowledge. Secondly, labor materials represented by new production tools such as artificial intelligence terminals, virtual reality devices, and automated production lines, through intelligent algorithms and digital networks, reconstruct the industrial development path, and promote the revolutionary transformation of the labor material system towards green and intelligent production methods through digital technology clusters such as composite networking, cloud computing, big data analysis, and 3D printing; Thirdly, the scope of labor objects has significantly expanded, including not only the digital transformation of traditional production objects, but also emerging fields such as new materials and new energy, and non-material elements such as data in the production system.

2.2 Characteristics of New Quality Productivity

2.2.1 High tech

High technology is reflected in the emphasis on technological innovation, especially on original and disruptive technologies, which integrate the achievements of technological innovation throughout the entire production process. Focusing on the entire lifecycle of new quality productivity from formation to development, technological innovation is the core element of the formation and development of new quality productivity. The formation of new quality productivity is closely related to the continuous breakthroughs in technological innovation.

The development of new quality productivity must adhere to the direction of promoting industrial innovation through technological innovation and continuously cultivating new quality productivity through industrial innovation.

2.2.2 High efficiency

High efficiency refers to the productive forces formed by strategic emerging industries and future industries as the main carriers of high efficiency. The new quality productivity is characterized by a significant increase in total factor productivity, and continuously improves production efficiency and economic benefits through optimizing the allocation of production factors, promoting industrial upgrading, and strengthening technological innovation. This efficient production method helps promote sustained and healthy economic and social development.

2.2.3 High quality

The high quality of new productivity is mainly reflected in the deep transformation and upgrading of industries and the improvement of product quality. This has brought about significant changes in industrial structure, enterprise form, and product quality. New quality productivity promotes the development of industries towards a more sustainable and high-quality direction, ensuring that products have the characteristics of durability, safety, reliability, and green environmental protection. Disruptive innovative technologies emerging in advanced manufacturing, high-tech, digital services, and other fields can help reshape new advantages in industrial development and further enhance the quality of products and services.

3. The Intrinsic Mechanism of Empowering the High-quality Development of the Secretarial Profession with New Quality Productivity

3.1 Innovate the Working Mode of Secretaries with “High Technology”

3.1.1 Deep application of intelligent tools

High technology injects new energy into secretarial work. The use of artificial intelligence software and digital employees has improved the automation efficiency of repetitive work tasks. As early as 2023, International Data Corporation (IDC) predicted that more repetitive work tasks will be automated through the use of AI supported digital employees in the future. Artificial intelligence technology can assist in completing repetitive tasks such as real-time transcription of meeting records and intelligent document proofreading; Big data analysis tools help secretaries mine the value of data and provide visual decision reports for leaders; Virtual reality (VR) and augmented reality (AR) technologies can be used to simulate large-scale conference scenes and optimize the process of conference drills.

3.1.2 Digital capability transformation

As the core production factor in the new quality productivity, the non excludability, non consumptive, strong mobility, and virtuality of data factors make it highly dependent on other

production factors while also having the potential to enhance total factor productivity through multiplier effects. New quality productivity forces secretaries to enhance their digital literacy, master skills such as data analysis and new media operations. For example, collecting public opinion information through social media monitoring tools and presenting data reports using visualization software (Excel, Power BI, Python) can transform secretaries from traditional “executors” to “strategic assistants” with digital thinking, promoting the transformation of work models towards intelligence and digitization.

3.2 Optimizing the Efficiency of Secretarial Work with “High Efficiency”

3.2.1 Intelligent process reengineering

After proficiently using high-tech tools, secretaries can further optimize processes and improve work efficiency. Taking software commonly used in daily work as an example, by utilizing the quick filtering and organizing functions of computer document processing software, computers can achieve efficient and fast retrieval of documents, reducing information retrieval time; In terms of office processing functions, in terms of document input and output, office software can automatically input and generate meeting minutes, work reports, and other office documents with reasonable formats and accurate text; Combined with the application of speech recognition, users can initiate requirements to the system through voice functions, complete functions such as text, data input, and transaction scheduling, greatly improving work and administrative efficiency.

3.2.2 Resource collaboration and integration

New quality productivity values collaborative integration, and forms an open system of criss crossing participants. The collaborative thinking of new quality productivity can be applied to secretarial work in the new era, building a new normalized communication platform within the organization, intervening in the early stage of project design, collecting multiple requirements for overall planning and summarization; In terms of external resource integration, contact third-party platforms to achieve information interconnection and data sharing for resource integration and remote work. Finally, to improve the form of collaboration, the idea of the “cloud secretary model” can be a precise collaboration model that combines personalized division of specific tasks and allocation of relevant personnel based on their own advantages.

3.3 Shaping the Core of Secretary Career Development with “High Quality”

3.3.1 Service quality upgrade

Service should be an important characteristic of the profession, so there will be more and more places where secretaries, with service as one of the most important characteristics, are compatible with a service-oriented society, which may also provide more opportunities and prospects for the development of the secretarial profession. New quality productivity emphasizes the high quality of products and services, which

requires the secretarial profession to transform from basic transactional work to high value-added services. Secretaries can provide more in-depth decision-making advice to leaders by learning management, data analysis, and other knowledge; In conference organization and business reception, the concept of refined management is applied to achieve standardized service processes and high-quality details, thereby enhancing service quality and value.

3.3.2 Reshaping Professional Standards

The high requirements of new quality productivity have prompted the industry to establish a more stringent secretary professional certification system and competency standards, promoting the continuous improvement of professional abilities of secretaries. The proficient application of high technology by secretaries provides technical support for efficient secretarial work, and the realization of efficient secretarial work lays the foundation for high-quality secretarial services. However, the demand for high-quality development forces high-tech innovation and efficiency improvement. Together, the three build a closed-loop ecosystem for the high-quality development of the secretarial profession, promoting its continuous evolution towards specialization, intelligence, and strategic direction.

4. Problems in the Career Development of Secretaries

Informationization and digitization have brought severe practical challenges to the secretarial profession. To achieve the sustainable development of the secretarial profession in the era of new quality productivity, the key lies in systematically grasping the core characteristics and specific manifestations of these challenges.

4.1 Technological Updates and Iterations Increase Occupational Pressure

With the development of artificial intelligence and automation technology, the large amount of office administrative work undertaken by secretaries, such as meeting and schedule management, may be replaced by automation tools. For example, the Cloud Chamber of Commerce platform has launched the "Cloud Secretary" project to meet the requirements of modern social organization development and promote social organizations to have a more competitive advantage in the new era. Currently, it has connected with nearly a hundred unit secretaries of social organizations. This technological substitution effect has led to a significant reduction in demand for junior secretary positions, resulting in direct occupational pressure on secretaries who mainly focus on transactional work. On the other hand, technology changes rapidly and the learning of secretarial staff cannot match it. Information technology and intelligent tools update and iterate quickly. As soon as secretaries learn to use new software and platforms, they may be replaced by more cutting-edge technologies or run at a higher level of technology. This rapid iteration requires secretaries to continuously invest time and energy in learning new technologies, which puts pressure on workload and career stability.

4.2 Lack of Role Awareness and Imbalance of Professional Ethics

With the continuous development of the times, the job responsibilities of secretaries are becoming increasingly diverse, and leaders have higher requirements for secretaries. However, the nature of secretary services and assistance to leaders will not change. Therefore, the essence of the secretary's role is that of a leader's assistant (decision-making assistant, transactional assistant). In the face of the rise of materialism, confusion of values, and increasing income inequality, many people have lost their inner balance. The traditional professional ethics of selflessness, dedication to duty, indifference to fame and fortune, perseverance, hard work, and being an unknown hero are being challenged. On the contrary, self-awareness is gradually awakening and expanding, self-discipline is gradually weakening, and the role awareness of secretaries tends to be lacking.

4.3 Quality Requirements have Been Improved, but There is a Disconnect Between Training and Practice

With the increasing complexity of modern enterprise management and administrative work, the comprehensive quality requirements for the secretarial profession are constantly improving. After entering the new era, we pay more attention to the soft quality of secretarial personnel, whether they have the ability to collect and compile documents, organize documents, and process data, and do a better job in communication between internal and external staff. We also collect more information that is beneficial to the development of the enterprise, etc., so as to completely change the phenomenon of single job responsibilities. However, currently, school professional courses have not effectively reflected the historical background and met the needs of the times. Employers also place great emphasis on light training, generally only using traditional "master apprentice" or internal training as the main approach, with a single training method and basic training content, which cannot meet the high comprehensive quality requirements of modern secretarial work.

4.4 Information Security is Severe, and Privacy Protection is Under Pressure

Today is an era of great development of new quality productivity and data explosion. Information security risks continue to expand, and the dynamic convergence of massive data provides massive opportunities for data collection, storage, calculation, and application, but also creates various risks. Secretarial work cannot be ignored, as information security risks are always present. Secretaries are located in the information gathering center of their units. If their information literacy is not high and their awareness of information prevention is weak, they are likely to intentionally or unintentionally leak important information of their units, which can trigger a chain reaction and cause unimaginable consequences.

5. The path of Empowering the High-quality Development of the Secretarial Profession with New Quality Productivity

5.1 “New Quality” Promotes Proactive Adaptation to Technological Changes

Secretarial staff should develop sustainable learning plans to meet the requirements of technological upgrades and integrate technical learning into their daily work. Firstly, deepen professional knowledge and skills, understand the cutting-edge development trends of secretarial work through books, publications, or participating in online education, broaden secretarial knowledge and concepts, update new skills required for secretarial work, and continuously enhance one's professional competence. Secondly, it is important to regularly evaluate oneself and assess one's professional knowledge and work, in order to identify areas of insufficient learning and further improve and enhance oneself in future studies and work. Finally, secretaries should transition from being “instrumental secretaries” using technology to being “integrative secretaries” using technology. By using the appearance of technology to see the advantages and disadvantages of various technologies, we can find the best technical solution in specific applications, integrate technology into specific projects, and achieve the effect of “1+1>2”.

5.2 New Quality Drives Dual Upgrading of Roles and Ethics

Under the background of new quality productivity, we can rely on the advantages of technological innovation and industrial transformation to reshape the professional ethics system of secretaries and enhance their role awareness. Digital management systems and AI supervision tools can be utilized to compress the space for rent-seeking and curb behaviors such as seeking personal gain and leaking confidential information under the guise of leadership through technical means such as data tracking and permission grading; With the help of big data analysis and intelligent training platforms, targeted professional ethics education and professional competence improvement courses will be carried out, combined with virtual reality scene simulation to strengthen the sense of responsibility and risk awareness of secretaries. At the same time, the efficient collaboration mode and value distribution mechanism generated by the new quality productivity, the establishment of a scientific performance evaluation system, the optimization of salary incentive system, and the stimulation of the professional dedication of secretaries. In addition, relying on digital communication tools to build an equal and open communication platform, breaking down hierarchical barriers, promoting secretaries to return to a service-oriented approach, and driving the modernization transformation of traditional professional ethics through technological empowerment and institutional innovation.

5.3 Reforming the Training Mode of Secretary Talents with “New Quality”

Firstly, at the level of school cultivation, we need to reform the curriculum system and strengthen practical teaching. Incorporate cutting-edge courses such as data analysis, artificial intelligence applications, and new media operations into the curriculum. Using modular course design, breaking down disciplinary barriers, offering interdisciplinary

integrated courses such as “Intelligent Office and Data Management” and “Digital Communication and Public Opinion Analysis”, and constructing a knowledge system that combines theory and practice. Both schools and enterprises jointly build on campus training bases. At the same time, students are encouraged to practice their secretarial skills in practical work positions. Deepen the understanding of professional knowledge and improve professional abilities through practice. Secondly, at the level of employers, integrate course resources and provide systematic skills training for new secretaries through a combination of online learning and offline practical operations. Emphasize comprehensive training, establish a ‘capability enhancement plan’, and encourage secretaries to participate in cutting-edge online seminars and certification training to broaden their horizons and enhance their overall quality in response to the digital transformation needs of enterprises. Introducing a “hybrid training” model, in addition to traditional “mentoring”, utilizing AI intelligent tutoring systems for personalized learning guidance, enabling them to quickly adapt to the high requirements of modern secretarial work.

5.4 New Quality Forms a Joint Force to Build a Strong Information Barrier

Strengthening security information management requires efforts from both the enterprise or organization and the secretary themselves. From the perspective of enterprises or organizations, to strengthen information security awareness, regular information security awareness training should be conducted to enhance secretaries' understanding of the importance of information security, requiring them to comply with information security management systems and regulate information processing behavior; Improve and perfect the information security management system, establish and maintain the information security management system, and determine the security requirements that should be met for the classification, storage, transmission, use, and destruction of information in the information system. From the perspective of the secretary themselves, they should establish a strong awareness of information security. Fully recognize the importance of information security for enterprises, familiarize and comply with the enterprise's information security policies and relevant laws and regulations. At the same time, attention should also be paid to national and regional laws and regulations on information security to ensure that the information processing activities of enterprises are legal and compliant. In daily work, it is important to properly classify, store, and archive files. For sensitive files, encrypted storage should be used and access permissions should be strictly restricted. At the same time, regularly clean up files that are no longer needed to prevent sensitive information from leaking.

6. Conclusion

As one of the important productive forces in the social economy, the new quality productivity provides transformation opportunities and directional changes for the development of the secretarial profession. “High technology” empowers the technical work of the secretarial profession, “high efficiency” empowers the effectiveness of the secretarial work, and “high quality” provides professional

connotations for the development of the secretarial profession. In the context of new quality productivity, the development of the secretarial profession should actively embrace change, integrate into technological empowerment, and enjoy the spillover dividends of high-quality career development; Fully leverage the empowering and supportive role of new quality productivity in the work of secretaries, enabling the transformation and upgrading of secretarial work from quantitative to qualitative changes, and better adapting to the new needs of organizational development in the new era.

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