

Reconstruction of Educational Organization and Management under the Background of Digital Transformation: Challenges, Pways and Countermeasures

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Abstract: This paper aims to discuss the reconstruction of educational organization and management under the background of digital transformation. First, this paper elaborates on the multiple challenges brought by digital transformation to the management of educational organizations, such as the limitations of traditional management models, the lack of flexibility of organizational structure and process, the uneven level of digital literacy, and the severe tests of data security and privacy protection. Then, the article proposes a series of new ways to meet challenges, including building forward-looking digital leadership, promoting flexible changes in organizational structure, comprehensively improving digital skills and literacy, establishing a data-driven decision-making system, and strengthening a solid barrier to cyber security and privacy protection. On this solid foundation, the article further refined a series of implementation countermeasures, such as making clear digital development strategy, strive to cultivate to meet the needs of the digital age management personnel, optimize the allocation of resources and promote collaborative innovation, establish a sound evaluation and feedback mechanism, and deepen the cooperation and communication channels between departments. Finally, the effectiveness of the proposed countermeasures is verified through case analysis. The research results of this paper have important theoretical and practical significance for improving the management level of educational organizations under the background of digital transformation.

Keywords: Digital Transformation; Education Organization Management; Reconstruction; Challenge; Path; Countermeasures.

1. Introduction

With the deepening of digital transformation, the management of educational organizations is facing unprecedented challenges and opportunities. In this context, the reconstruction of educational organization and management is particularly important. This paper aims to explore the challenges, paths and countermeasures of educational organization management under the background of digital transformation, in order to provide new ideas and practical guidance for educational organization management.

2. Educational Organization and Management Challenges in The Background of Digital Transformation

2.1. Limitations of the Traditional Management Mode

Under the background of digital transformation, educational organization and management are facing great challenges, and the limitations of traditional management mode in the digital age are becoming increasingly significant. The primary problem is that traditional management models rely on experience and intuition, while digital transformation emphasizes the importance of data and analysis in decision-making. This requires a high ability of management to collect, process and interpret data, which may be lacking in traditional management models. Secondly, the organizational structure under the traditional management mode is often clearly hierarchical and complicated in the decision-making process, which suppresses innovation and flexibility to a certain extent.

However, digital transformation requires educational organizations to adapt to changing educational needs and technological developments. Therefore, the organizational structure needs to be flattened, and the decision-making process needs to be more efficient. In addition, the traditional management mode often ignores the cultivation of digital literacy. In the context of digital transformation, everyone in an educational organization needs to have a certain digital literacy to be able to effectively use digital technology for teaching, management and learning. However, the reality is that many educators and managers are not trained in their digital skills. Finally, traditional management models may be deficiencies in dealing with security and privacy issues. Under the digital transformation, educational organizations need to deal with the needs of massive individual and teaching data processing, ensuring data security and protecting personal privacy has become an urgent problem to be solved [1].

Digital transformation has put forward new requirements for educational organization and management, and the limitations of traditional management mode are becoming more and more obvious in the digital age. In order to adapt to this change, educational organizations need to restructure their management model to effectively respond to challenges and seize development opportunities.

2.2. Reification of Organizational Structure and Process

In the context of digital transformation, the rigidity of organizational structure and process has become a major challenge for the management of educational organizations. The traditional educational organization structure often presents the characteristics of distinct hierarchy and clear

division of labor, which ensures the orderly progress of educational activities to a certain extent. However, in the digital age, this rigid organizational structure and process have become a bottleneck restricting the development of educational organizations.

First, the rigid organizational structure leads to inefficient decision-making. In traditional educational organizations, decision-making usually goes to multiple levels of approval, making the decision-making process slow and cumbersome. In the digital age, the speed and scope of information transmission are greatly expanded, requiring educational organizations to improve their decision-making efficiency to adapt to the rapidly changing external environment. Second, the rigid organizational structure constrains innovation and flexibility. Educational organizations have long followed a fixed operation mode, which to some extent has curbed the vitality of innovation. At the same time, due to the rigid structure, it is difficult to adapt to the new needs, thus hindering the improvement of education quality. In addition, the rigid organizational structure and process are not conducive to the optimal allocation of educational resources. Traditional educational organizations allocate resources according to their levels, which often leads to unreasonable allocation and waste of resources. In the digital age, information technology can help educational organizations to achieve accurate delivery of resources and improve educational efficiency.

2.3. Differences in Digital Literacy

The difference of digital literacy is a major challenge for educational organization and management in the background of digital transformation. Digital literacy refers to the ability of individuals to use digital technology to obtain, analyze, create and exchange information in the information society. Due to the differences in individual background, education level, age and other factors, there are significant differences in digital literacy among different populations [2].

Age factor has an impact on digital literacy. The younger generation grew up in a digital environment and is more familiar with digital technology and uses freely. The older generation may have some resistance to the digital tools, and they need more time and energy to learn and adapt. This difference in age has led to some limitations of the older generation in educational organizational management. Second, the educational level also has an impact on digital literacy. Individuals with a high educational level are usually capable of better digital literacy and can skillfully use digital technology for information processing and innovation. On the contrary, groups with low educational level often face challenges in digital application. The difference in educational level requires educational managers to carefully consider the needs and abilities of different groups when promoting digital transformation. In addition, individual background, such as family economic status, career and other factors, can also affect digital literacy. Individuals with better family status are easier to access and use digital devices, thus improving their digital literacy. And individuals with poor family status may be unable to make full use of digital technology due to lack of resources. In terms of professional factors, practitioners in information technology usually have high digital literacy, enabling them to more smoothly adapt to the wave of digital transformation.

In view of the differences of digital literacy, educational organization and management need to take corresponding

countermeasures. First of all, strengthen digital education to comprehensively improve the digital literacy of teachers and students. Through opening relevant courses, organizing training and seminars, we can ensure that teachers and students master the necessary digital skills. Secondly, a diversified digital resource system should be established to meet the needs of different groups. Provide auxiliary tools and resources for individuals without good digital literacy to help them overcome difficulties. Finally, create an inclusive digital environment and encourage individuals to actively participate in digital innovation. By stimulating the innovative consciousness and potential of teachers and students, promote the digital transformation of educational organization and management [3].

2.4. Data Security and Privacy Protection Issues

In the context of digital transformation, the management of educational organizations faces many challenges, among which data security and privacy protection are particularly prominent. With the rapid development of information technology, educational institutions have produced a large amount of data, including students' personal information, teaching resources, management materials, etc. These data not only contain rich educational resources and wisdom, but also become an important driving force for educational innovation and development. At the same time, however, data security and privacy protection issues are becoming increasingly prominent.

In the process of digital transformation, educational institutions need to deal with a large amount of personal information and sensitive data. The leakage or abuse of these data may cause serious negative impact on teachers and students, and may even lead to legal liability. Secondly, the improvement of educational informatization level makes the data storage, transmission and processing process more vulnerable to external attacks, which may lead to data leakage or tampering, and then have a negative impact on the quality of education and the reputation of institutions. In addition, the differences in data protection regulations in different countries and regions also make educational organizations face compliance challenges in the process of transnational cooperation and data sharing. For data security and privacy protection issues, education organizations need to take a series of effective measures. First, establish a sound data protection system and management system, clarify the responsibilities and obligations of data protection, and strengthen the monitoring and audit of data security. Secondly, technical measures to improve data security, including data encryption, access control, identity authentication, etc., to prevent data leakage and illegal access. At the same time, the publicity and training of data protection laws and regulations should be strengthened to improve the safety awareness and legal literacy of teachers, students and managers. In addition, educational organizations should actively participate in international cooperation on data protection, comply with relevant laws and regulations, and ensure compliance with data exchange and sharing.

In the context of digital transformation, educational organization management must attach great importance to data security and privacy protection, in view of the severe challenges of the security status of students' personal information protection in the education industry, as well as the complex and changeable situation of data privacy security

of online education platforms. Only by establishing a sound system, improving technical measures, strengthening legal and regulation training and international cooperation, can we effectively meet the challenges of data security and privacy protection, and ensure the sustainable development of education informatization [4].

3. New Path of Educational Organization and Management under the Background of Digital Transformation

3.1. Build Digital Leadership

Under the background of digital transformation, educational organization and management are facing unprecedented challenges and opportunities. In order to adapt to this change, the construction of digital leadership becomes the key to the management reconstruction of educational organizations.

Educational organization leaders need to be forward-thinking. In the process of digital transformation, leaders should be able to foresee the future development trends and the possible impact on educational organizations, so as to make strategic planning and layout in advance. Second, leaders need to have certain digital skills and literacy. Digital skills and literacy are the foundation of digital leadership. Leaders need to improve their digital skills and literacy through continuous learning and practice, so as to better lead the digital transformation of the organization, [5]. Third, leaders need to build an open, inclusive, and innovative organizational culture. Digital transformation requires extensive participation and active collaboration within the organization. Leaders should encourage employees to try new things, tolerate failures, and provide space and resources for innovation. Finally, leaders need to establish sound digital management mechanisms. This covers the formulation of detailed digital transformation strategic planning and implementation steps, building a data-oriented decision-making system, optimizing the resource allocation process, and thus improving organizational efficiency and competitiveness.

Building a strong digital leadership is the core of the restructuring of educational organization and management. Only by improving the digital literacy and leadership of leaders and establishing a management mode of educational organizations that can adapt to the digital age, can we better cope with the challenges brought about by digital transformation and promote the development of educational organizations.

3.2. Promote a Flexible Organizational Structure

In the background of digital transformation, educational organization management is faced with the challenge of transforming from traditional mode to new mode. One of the key directions of change is to drive flexible organizational structures. The traditional hierarchical and centralized organizational structure is becoming increasingly inadequate in front of the rapidly changing educational environment and needs. Therefore, educational organizations need to develop towards a more flat, decentralized and flexible [6].

A flat organizational structure can reduce management levels and improve decision-making efficiency. In traditional

educational organizations, decision-making often needs to go through multiple levels, resulting in slow response speed and limited innovation ability. The flat structure can accelerate the transfer of decision to the executive level, prompting educational organizations to respond quickly to market changes. Secondly, a decentralized organizational structure can encourage teachers and students to be more involved in the decision-making process. In the field of education, the dissemination of knowledge and information is no longer limited to the traditional classrooms and teaching materials, but is carried out through various channels such as the Internet and social media. This change promotes educational organizations to become more open at the management level, pay more attention to individual opinions and creativity, and then activate the internal vitality of the educational ecosystem. Thirdly, the flexible organizational structure can better adapt to the variability of educational scenarios. Educational organizations should flexibly adjust their organizational structure and working mode according to their teaching needs, students' characteristics and resource allocation. This flexibility is not only reflected in the layout of the physical space, but also includes the arrangement of working hours, the update of the course content and the innovation of teaching methods.

Promoting flexible organizational structure is the inevitable choice for educational organization and management in the background of digital transformation. This will not only improve the adaptability and innovation ability of educational organizations, but also promote the equitable and personalized development of education, and lay a solid foundation for cultivating qualified citizens of the future society.

3.3. Improve Digital Skills and Literacy

In the wave of digital transformation, it is particularly critical to improve the digital skills and literacy of managers of educational organizations, as shown in Guangdong Province in promoting the improvement of teachers' digital literacy. First, organizations need to provide managers with customized digital skills training to help them get familiar with and master the latest digital tools and management methods. This includes the understanding and application of cloud computing, big data analysis, artificial intelligence and other technologies. Training enables managers to use digital means to assist in decision-making and resource allocation more efficiently, thus improving work efficiency. Secondly, improving digital literacy not only involves the improvement of technical skills, but also includes the cultivation of information literacy, media literacy and network literacy. This requires educational organization managers to critically screen out and use online information effectively, while having excellent online communication and collaboration skills, as well as media publicity and brand management skills. Such literacy is crucial to the competitiveness and social influence of educational organizations in the digital age [7]. In addition, educational organizations should create an atmosphere of continuous learning and innovation, encouraging managers to actively explore and try novel digital solutions. This could include creating innovation laboratories, hosting digital workshops and workshops, and encouraging cross-departmental collaboration and knowledge sharing. With these measures, managers can constantly improve their digital capabilities, while also moving the entire organization to a digital

transformation. Ultimately, educational organizations need to recognize that the improvement of digital skills and literacy is a long and uninterrupted process. Therefore, organizations need to regularly assess managers' digital competencies and adapt their training plans and strategies based on the evaluation results. At the same time, organizations should also provide managers with opportunities to practice, so that they can apply the digital skills they have learned in practical work, so as to consolidate and improve their abilities.

Improving the digital skills and literacy of educational organization managers is a key step of organizational management reconstruction in the background of digital transformation. With targeted training, continuous learning and innovative atmosphere, coupled with regular ability assessment and practice opportunities, educational organizations can more effectively adapt to the digital age, promote management modernization and optimize efficiency.

3.4. Establish a Data-Driven Decision-Making Mechanism

In the context of digital transformation, educational organization management is faced with the challenge of changing from the traditional management mode to the data-driven decision-making mechanism. This shift requires educational organizations to no longer rely on subjective experience and intuition, but to guide the decision-making process by collecting, analyzing, and interpreting large amounts of data.

Educational organizations need to establish a sound data collection and analysis system. This includes identifying key data metrics, building a data collection framework, and using advanced data analysis tools to mine valuable information in the data. In this way, the organization can more accurately understand the students' learning situation, the teachers' teaching effect and the efficiency of the entire education process. Second, the data-driven decision-making mechanism requires educational organizations to improve their data interpretation and application capabilities. After all the data is collected, a professional person is required to analyze and interpret the data and to translate the results of the analysis into practical educational policies and teaching strategies. This may involve training teachers in data analysis and interpretation, as well as building a dedicated data analysis team. In addition, establishing a data-driven decision-making mechanism also needs to ensure the quality and safety of the data. Educational organizations must ensure the accuracy and integrity of the data, while adopting strict data protection measures to safeguard the privacy rights of students and teachers. Therefore, it is necessary to invest resources to strengthen the data governance and information security management system. At the same time, the data-driven decision-making mechanism should be closely aligned with the overall strategic goal and value orientation of education. Data analysis and interpretation should always focus on the fundamental purpose of education — Cultivate students' comprehensive development. Therefore, when educational organizations adopt data-driven decision-making mechanisms, they need to ensure that they align with educational concepts and goals, while promoting educational equity and inclusiveness.

The establishment of data-driven decision-making mechanism is an important step in the digital transformation of educational organization management. Through this

mechanism, educational organizations can respond to educational challenges more scientifically and effectively, improve the quality of education, and meet the social demand for high-quality education [8].

3.5. Strengthen Network Security and Privacy Protection

In the context of digital transformation, network security and privacy protection have become one of the important challenges facing educational organizations. The rapid development of information technology makes educational organizations increasingly rely on network and digital technology for teaching, management and communication. However, this also puts educational organizations at the risk of cybersecurity and privacy leakage.

First, the network security problem poses a threat to the stable operation of educational organizations. Network security problems such as hacker attacks, virus infections and system vulnerabilities may lead to the paralysis of the information system of educational organizations and affect the normal progress of teaching, scientific research and management work. Therefore, educational organizations need to take effective measures, such as strengthening the network security protection technology and building an emergency response mechanism, so as to ensure the stability and security of the information system. Secondly, privacy protection has an impact on the credibility and reputation of educational organizations. Educational organizations contain a large number of sensitive personal information, such as the personal information of students, teachers and parents, teaching data, etc. The disclosure or abuse of information will not only damage the credibility and reputation of educational organizations, but also may lead to legal disputes. Therefore, educational organizations need to strengthen the protection of personal information and establish strict privacy protection systems and measures. In addition, educational organizations also need to strengthen their training and education on cybersecurity and privacy protection. In the context of digital transformation, the personnel of educational organizations need to have a certain awareness of network security and privacy protection, and understand the relevant knowledge and skills, in order to be able to effectively respond to the challenges of network security and privacy protection.

Under the background of digital transformation, education organization and management need to strengthen network security and privacy protection. Educational organizations should take effective measures to strengthen network security protection, establish emergency response mechanism, strengthen the protection of personal information, and strengthen training and education to improve the safety awareness and skills of personnel. Only in this way can educational organizations ensure the stability and security of information systems, protect personal information and privacy, and create a good environment for the sustainable development of education in the process of digital transformation.

4. Countermeasures for Educational Organization and Management Under the Background of Digital Transformation

4.1. Develop A Clear Digital Strategy

Under the background of digital transformation, educational organization and management are facing unprecedented challenges and opportunities. To adapt to this change, developing a clear digital strategy is crucial. Digital strategy can not only point out the direction for educational organizations, but also stimulate their organizational vitality and enhance their competitiveness [9].

Digital strategy should clearly define the vision and mission of an educational organization, and lead the organization to adhere to the clear guidance in the journey of digital transformation. Combined with industry trend analysis and evaluation of their own advantages, educational organizations can accurately locate their unique path of digital development. Secondly, the digital strategy should focus on talent training and skill upgrading. In the digital age, educational organizations need to train teachers and management talents with digital literacy and innovation ability to meet the development needs of educational informatization. In addition, organizations need to encourage employees to actively participate in digital skills training, strengthen individual capabilities, and jointly build a solid foundation for educational innovation. Thirdly, the digital strategy should attach importance to the infrastructure construction. Education organizations need to invest some money to update hardware facilities, development of digital teaching resources and construction network platform, in order to realize the digital transformation of education, as Zibo city bureau of education through the introduction of advanced multimedia classroom and intelligent blackboard, and the promotion of online education platform shows, these investment significantly improved the teaching efficiency and education fair. At the same time, organizations should also pay attention to the deep integration of information technology and education and teaching in order to improve the quality and efficiency of education. Furthermore, digital strategies should emphasize data-driven decision-making. Educational organizations need to establish a sound data collection, analysis and application mechanism to provide a scientific basis for management decisions. With the help of data mining and analysis technology, organizations can gain insight into potential problems, optimize resource allocation strategies, and then improve the quality of education services. Finally, the digital strategy should focus on cooperation and innovation. Educational organizations should strengthen the cooperation with excellent educational institutions at home and abroad to share high-quality resources and promote educational equity. At the same time, the organization should strengthen the internal innovation mechanism, fully stimulate the creativity of teachers and students, and continue to inject fresh vitality into the development of education.

In the context of digital transformation, educational organization and management need to formulate clear digital strategies to cope with challenges and seize opportunities. By establishing clear goals, fostering professionals, strengthening infrastructure construction, deepening data-driven decision-making mechanisms, and promoting multi-party cooperation and innovation, educational organizations

will promote digital transformation more effectively and contribute to the development of education.

4.2. Cultivate Management Talents in the Digital Age

In the context of digital transformation, cultivating management talents to meet the needs of the digital age has become the key to educational organization management. With the rapid development of technology, managers need new skills and knowledge to cope with the changing educational environment. First of all, educational organizations need to increase the digital training of the existing management teams, provide personalized and targeted training courses and resources, and effectively improve their digital literacy and practical ability. This includes understanding and application of digital tools, data analysis, network security and other knowledge [10]. Second, educational organizations should encourage managers to actively participate in digital practices, such as by participating in virtual classes, online collaboration, and digital project management, to experience and learn about the changes brought about by digitalization. In addition, organizations can cooperate with universities and research institutions to jointly develop training programs for management talents in the digital age, and incorporate these programs into academic education or vocational training systems. At the same time, educational organizations should also pay attention to the selection and training of the young generation of management talents. Young managers are more familiar with digital technology, and they have become an important force to promote the digital transformation of organizations. By giving young people more responsibilities and challenges, and planning good career development paths, educational organizations can effectively retain talents and lay a solid foundation for the future. Finally, educational organization managers should pay attention to the cultivation of interdisciplinary thinking and innovation when cultivating management talents in the digital age. Digital transformation is not only a change of technology, but also a comprehensive update of management concepts and methods. Managers need to have the ability to integrate across fields, integrate digital technology with educational concepts, and drive organizational innovation and development. By building diversified teams, promoting cross-departmental collaboration, and providing innovation and experiment platforms, educational organizations can effectively stimulate the innovation potential of management talents, and continuously inject vitality into the digital transformation.

Cultivating management talents in the digital age is the key task of educational organization and management in the background of digital transformation. By improving the digital ability of the existing management team, cultivating the younger generation of managers, and focusing on the cultivation of interdisciplinary thinking and innovation ability, educational organizations can better cope with the challenges brought by digitalization and realize the sustainable development of the organization [11].

4.3. Optimize Resource Allocation and Collaborative Innovation

Under the background of digital transformation, educational organization management is faced with the important challenges of resource allocation optimization and collaborative innovation. Traditional resource allocation

mode is often based on experience rather than data, resulting in low efficiency of resource utilization. Collaborative innovation needs to break down barriers between departments and promote knowledge sharing and teamwork.

Educational organizations need to build data-driven decision-making systems to optimize resource allocation, and to gain extensive insight into students' learning needs, teachers' teaching effects, and school operational efficiency. Through data mining and analysis, organizations can find out the bottlenecks in resource allocation and formulate more scientific resource allocation plans, so as to improve the efficiency of resource utilization. Collaborative innovation encourages educational organizations to abandon the traditional hierarchical structure and departmental barriers, and actively promote cross-disciplinary and cross-departmental in-depth exchanges and cooperation. This not only requires the fundamental change of organizational culture, but also calls for the establishment of an efficient communication platform and collaboration mechanism. For example, communication and cooperation between members of different backgrounds can be promoted by holding regular interdisciplinary seminars, workshops, etc. At the same time, organizations also need to provide the necessary resources and support for collaborative innovation, such as providing specialized research funding, laboratory equipment, etc. In addition, educational organizations need to build an open innovation ecosystem and establish partnerships with external institutions such as enterprises and research institutions to jointly promote educational innovation. This can not only help organizations to acquire new resources and knowledge, but also improve their innovation ability and competitiveness.

Optimizing resource allocation and collaborative innovation are the challenges that educational organizations must face in the process of digital transformation. By building data-driven decision support systems, breaking down organizational barriers, and building an open innovation ecosystem, educational organizations can better meet these challenges and achieve high-quality educational service delivery and educational innovation.

4.4. Establish a Sound Evaluation and Feedback Mechanism

In the context of digital transformation, establishing a sound evaluation and feedback mechanism is crucial for educational organization management. This can not only ensure the realization of organizational goals, but also improve the adaptability and innovation ability of the organization. First of all, the evaluation mechanism needs to be seamlessly connected with the digital strategy to ensure that the evaluation indicators and standards fully reflect the essence of digital transformation, focusing on efficiency improvement, flexibility and innovation guidance, rather than just sticking to the traditional evaluation of teaching quality and student satisfaction. Secondly, the evaluation and feedback mechanism should be real-time and dynamic. The digital environment makes the real-time collection and analysis of data possible, and opens up a new path for the rapid adjustment of management strategies and teaching methods. Educational organizations should make good use of modern information technologies, such as learning management systems and data analysis tools, to achieve immediate monitoring and accurate evaluation of teaching processes and learning outcomes. In addition, the establishment of a feedback mechanism is also crucial.

Students, faculty, and administrators should be able to easily provide feedback that should be taken seriously and used to improve teaching and management practices. Feedback can be obtained not only from inside but also from outside, such as parents and stakeholders. Such a diversity of feedback helps to form a comprehensive assessment perspective. Finally, the evaluation and feedback mechanism should be a process of continuous improvement. Educational organizations need to regularly review and update their evaluation systems to ensure that they keep up with the latest trends and technological innovation in education. At the same time, at the same time, the organization should vigorously advocate the spirit of innovation and experiment, actively explore the new teaching and management path, and use the evaluation mechanism to verify its effectiveness.

Establishing a sound evaluation and feedback mechanism is the key to improving the management efficiency and teaching quality of educational organizations under the background of digital transformation. Through these mechanisms, organizations can better adapt to change, continuously improve, and ensure that their educational practices meet the requirements of the era [12].

4.5. Strengthen Cross-Departmental Cooperation and Communication

Under the wave of digital transformation, the management of educational organizations faces many new challenges, among which strengthening cross-departmental cooperation and communication has become the core of enhancing the competitiveness of organizations. In the digital age, the information flows rapidly, and the collaboration between various departments is particularly important. However, the traditional organizational structure often leads to the occlusion of information and scattered resources between departments, which seriously hinders the improvement of the efficiency of educational organization management.

Cross-departmental collaboration can facilitate resource sharing and optimal allocation. In the digital transition process, different sectors may have complementary resources and expertise. Through strengthening cooperation, the integration of resources can be realized, avoid repeated labor and improve work efficiency. For example, information technology departments can cooperate with teaching departments to jointly develop digital teaching tools and improve the quality of teaching. Second, cross-departmental communication helps to form a unified organizational culture and values. In the digital transformation, the adaptation and renewal of organizational culture is crucial. Cross-departmental communication can enhance the mutual understanding between departments, reach consensus, and thus promote the wide acceptance of new technologies and new ideas, and effectively promote the comprehensive transformation of organizational culture. In addition, cross-departmental cooperation can also improve the innovation ability and adaptability of organizations. Digital transformation requires organizations to constantly try out new methods and ideas. Cross-departmental teamwork can gather a variety of ideas and perspectives to inspire innovation, but also enhance the flexibility and resilience of organizations in the face of change [13].

In order to strengthen cross-departmental cooperation and communication, educational organization and management need to adopt a series of countermeasures. First, establish a regular communication mechanism, such as regular inter-

departmental meetings, to ensure the timely exchange of information. Secondly, information sharing platforms, such as internal social networks and project management software, should be built to efficiently share information among departments and promote collaborative operations. Thirdly, we should pay attention to the cultivation of cross-field talents, and enhance the ability of employees in multi-field work with the help of cross-department project practice and professional training. Finally, establish incentives to encourage cross-departmental cooperation to achieve results and reward individuals or teams with outstanding contributions.

5. Case Analysis

5.1. Case Selection and Background

Introduction

Taking the digital transformation practice of Southeast University as an example, the key strategies and implementation effects of universities in the digital transformation of universities are analyzed. Under the background of "double first-class" construction, the university actively responds to the National Education Informatization 2.0 Action Plan, with the goal of improving the quality of education and teaching and management level, and comprehensively promotes the digital transformation [14].

Case background: In the process of digital transformation, the school is faced with a series of challenges, such as the shackles of traditional educational concepts, the lack of digital literacy of teachers, the fragmentation of teaching resources, and the complex and cumbersome management process. To address these challenges, the school has developed a series of countermeasures, including building digital leadership, promoting flexible organizational structures, improving digital skills and literacy, and establishing data-driven decision-making mechanisms.

Through the analysis of the digital transformation practice of the school, we can see that in the digital background, the management of educational organizations needs to carry out a series of innovations and reforms. In the process of transformation, the school pays special attention to the scientific nature of the top-level design and the forward-looking nature of the strategic planning, and clearly defines the grand goal and implementation path of digital development. At the same time, through the training of digital literacy management talents, optimize the allocation of resources, to achieve the optimization of education, teaching and management process. These powerful measures have greatly promoted the digital transformation process of the school, and significantly improved the quality of education and teaching and management efficiency.

Through this case, we can draw enlightenment: in the context of digital transformation, educational organization management needs to be brave enough to innovate and actively explore the management mode to meet the requirements of the new era. Schools should clarify the goals and paths of digital development, strengthen top-level design, cultivate management talents with digital literacy, optimize the allocation of resources, and improve the quality of education and teaching and management level. At the same time, cross-departmental cooperation and communication should be strengthened to form a joint force and promote the restructuring of educational organization and management.

5.2. Challenges and Countermeasures in the Case

Under the traditional management mode, the information between various departments is isolated and it is difficult to share resources, which affects the efficiency of teaching and scientific research. In response to this challenge, the school has adopted a series of countermeasures. First, a unified data platform is built to realize the interconnection of data among various departments and improve resource utilization; Second, promote online collaboration tools, encourage teachers and students to use digital tools for teaching and research, and improve work efficiency [15]. Secondly, in terms of organizational structure, the school has many problems of many management levels and cumbersome decision-making process. To meet the challenges, the school streamlined the management level and optimizes the organizational structure, thus improving the efficiency of decision-making. At the same time, it strengthens the cultivation of digital leadership, so that the management can better adapt to the needs of the digital age. In addition, in the process of digital transformation, the school is also faced with the problem of large differences in digital literacy. Through a series of digital skills training, the school popularizes digital knowledge, aiming to improve the digital literacy of teachers and students and narrow the digital divide. In terms of data security and privacy protection, the school recognizes the risks of the digital transformation. The school strengthens the construction of network security facilities, and formulates data security and privacy protection policies to ensure the information security of teachers and students.

Through the above countermeasures, the school has achieved remarkable results in the background of digital transformation. However, digital transformation is a continuous process, and schools need to constantly adjust and improve their management strategies to adapt to the changing environment.

5.3. Case Analysis and Summary

Through the analysis of the cases, we can see that the digital transformation brings many challenges to the management of educational organizations, but also provides new development opportunities. Case in the face of the limitations of traditional management mode, the rigidity of organizational structure, the difference of digital literacy and the challenge of data security and privacy protection, education institutions through clear digital strategy, training digital management talents of age, optimize the allocation of resources and collaborative innovation, establish and improve the evaluation and feedback mechanism and strengthen cross-departmental cooperation and communication countermeasures, successfully realized the digital transformation.

From the case, we can conclude that in the context of digital transformation, the core of educational organization management lies in: the first thing is to establish a clear digital strategy to ensure the accuracy of the direction of transformation. Second, it is necessary to cultivate management talents with digital literacy and enhance the overall innovation ability of the organization; third is to optimize resource allocation, realize cross-departmental coordination and improve management efficiency; fourth is to establish a sound evaluation and feedback mechanism to ensure that problems in the transformation process can be

found and solved in time; fifth is to strengthen cross-departmental cooperation and communication to form a joint force to promote the smooth transformation of educational organization management. The case show that the digital transformation of education is a long and complex process involving multiple stages from the introduction of digital teaching tools to continuous evaluation and improvement. In the process of transformation, educational organizations need to constantly adjust and improve their countermeasures to adapt to the changing external environment and internal needs. At the same time, educational organizations should pay attention to national policies and industry trends, keep up with the pace of the development of The Times, and ensure that educational organizations can go wider and wider on the road of digital transformation.

Case analysis shows that in the context of digital transformation, educational organization and management need to flexibly respond to challenges, accurately choose development paths, and effectively formulate implementation strategies. These experiences and lessons are of reference significance for other educational institutions in the process of digital transformation, and help to promote the modernization process of educational organizations and management in China.

6. Conclusion

In the context of digital transformation, educational organization and management are facing unprecedented challenges and opportunities. The limitations of the traditional management mode, the rigidity of the organizational structure, the difference of digital literacy, and the problems of data security and privacy protection have all brought great impact on the management of educational organizations. However, this also provides a new development path and countermeasures for the management of educational organizations.

Educational organizations should strengthen digital leadership, promote flexible changes in organizational structure, improve the digital skills and literacy of all staff, build a data-driven decision-making system, and strictly protect network security and privacy. Secondly, educational organizations need to formulate clear digital strategies, cultivate management talents in the digital age, optimize resource allocation and collaborative innovation, establish a sound evaluation and feedback mechanism, and strengthen cross-departmental cooperation and communication. Educational organizations need to be deeply aware that digital transformation is not only a technological iteration, but also a comprehensive innovation of management concepts and culture. Only by keeping up with the pace of The Times and actively responding to the challenges, can we find a suitable development path in the digital transformation.

To study the challenges and countermeasures of educational organization management under the background of digitalization, aiming to provide inspiration and reference for educational organizations, accelerate their digital transformation process, improve the management efficiency and efficiency, so as to better serve the education cause.

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