

Regional Economy and Influencing Factors of Graduates' Employment Flow

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Abstract: The development of regional economy has an important influence on the employment flow of college graduates. First of all, the growth level of regional economy has a profound impact on the number of demand for college graduates. Second, regional policies only have a profound impact on the employment choice, wage level and development planning of college graduates. With the continuous development of our society and economy, the education system of colleges and universities has also changed. Therefore, college students have a diversified view of employment. In addition, there are different ways to know about employment in Colleges and universities. Therefore, college graduates have very obvious differences in the regional direction of employment flow. The current situation is that there is a surplus of talents in the economically developed areas represented by beishangguangshen, while there is a lack of talents in the western areas, especially in the remote areas and areas with relatively backward economic level. This phenomenon makes the imbalance gap of regional development in our country more and more large [1], which brings a test to the overall development of national social economy, regional economic development, brain drain and the employment of college graduates. This paper analyzes the influence factors of regional economy and the employment flow of college graduates for reference.

1. Introduction

At present, China is in a period of rapid economic development, with rapid development of various industries. However, the rapid development has brought many problems, among which the prominent one is the imbalance of regional economic development, which is the key factor of the employment flow of college graduates. As a result, the employment opportunities, development opportunities, infrastructure and policy foundations are relatively good, which will attract most college graduates. However, due to the limited employment opportunities, the number of talents is greater than the demand for talents, many college graduates in these economically developed urban areas are difficult to find a suitable development platform, resulting in its value is difficult to achieve, so there is a situation of talents being buried and talents surplus. However, due to the poor economic development, infrastructure and wages, it is difficult to attract talents from colleges and universities, resulting in the lack of talents. College graduates tend to flow into big cities and developed cities, which is beneficial to the development of these urban areas, but from the perspective of China's social and economic development as a whole, the adverse impact may be more serious. First of all, the influx of excess talents in developed areas will lead to uneven distribution of talents and the problem that graduates are difficult to obtain employment. Then, it will further bring about the imbalance of regional economic development, and even lead to social contradictions [2], hindering social development.

2. The Influence of Regional Economy and Graduates' Demand

The level of regional economic development is the key factor to attract talents. As China is in the primary stage of socialism [3], there are a wide range of unbalanced problems in regional economic development, including the imbalance between developed and underdeveloped areas, the imbalance between eastern coastal areas and western areas, the imbalance between urban areas and rural areas, etc. Therefore, the demand for talents in developed areas will be reduced and the number of talents

will be surplus, while the demand for talents in relatively underdeveloped areas will be increased, and the lack of talents will lead to serious brain drain. It is difficult for college graduates to get employment in developed areas, but there are many employment opportunities. Once they get employed, their income will be much higher than that in economically backward areas, and such gains can make up for the cost [4]. After employment in the developed areas, its future development, the expected income will be far higher than the economic backward areas. In addition to the high level of income, the developed regions also bring more job opportunities. College graduates have the skills they have learned, and their majors are closely related to their employment flow. Due to the difference of economic development level, economic type and industrial structure [5], the demand for professional talents in each region is also different. For example, labor-intensive industries have low requirements for the professional quality of labor, while technical industries have high requirements for the professional quality of labor [6]. If the economic developed areas are widely and deeply developed, their infrastructure is perfect, the tertiary industry is mature, and the demand for high-quality talents is also high, so it is easy to attract the inflow of college graduates. In addition, due to the mature market in developed areas, there are clear and targeted requirements for professional talents. In economically backward areas, there is a lack of mature market, and it is difficult for college students of some specialties to find work in corresponding specialties, so it is difficult to attract talents.

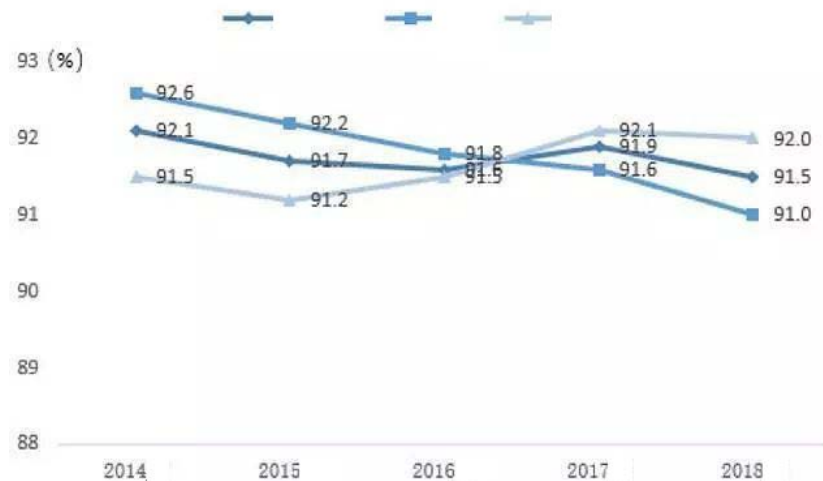


Figure 1 Change trend of employment rate of college students from 2014 to 2018

3. Regional Policies Influence Graduates' Employment Choice

The regional policy system also has a great influence on the employment choice of college graduates. A reasonable policy system can help college graduates to arrange their employment reasonably. The first is social security, which is an important factor for college graduates to consider. In terms of personal welfare, college graduates need to have endowment insurance, medical insurance, unemployment insurance and other security after employment; secondly, the regional government's subsidy policy for college graduates' employment and the support policy for college students' entrepreneurship. With the severe employment situation of college graduates, coupled with diversified employment psychology and employment options, some of them choose to start their own businesses. At present, college students are faced with several problems, the first is lack of funds. Lack of funds is a common phenomenon for college students to start their own businesses. Because of the lack of funds accumulation, it is difficult for college students to maintain their entrepreneurial projects. Capital is the foundation of entrepreneurship. Even in the good environment provided by the Internet, the importance of capital is still undiminished. At present, most college students' venture capital mainly comes from self financing, school support and social support [7]. Although many local governments have given preferential policies, there are many disadvantages, such as many approval links, cumbersome process, small amount, etc., so it is very difficult for college students to obtain start-up funds. The second is the poor entrepreneurial

environment. At present, China has a great support for college students' independent entrepreneurship. However, looking around the world, we can find that there is still a lack of a good entrepreneurial environment in China, including policies and regulations, intellectual property protection, policy support and other aspects. In this kind of entrepreneurial environment, the rights and interests of entrepreneurs are difficult to be preserved, which brings a blow to college students' entrepreneurship. The third is the lack of entrepreneurial experience, the lack of social experience of college students. Although they have received entrepreneurship education in Colleges and universities, they are easily excluded by other peers in the actual process of entrepreneurship, and it is difficult to form effective competitiveness. Therefore, the regional government should strengthen policy support, such as simplifying the loan process, reducing taxes, etc.; introduce preferential policies for college students to start their own businesses: college graduates can take the "green channel" for industrial and commercial registration when applying for private enterprises; apply for loans with preferential interest rates, etc. In addition, some local governments will provide entrepreneurship training services for local college students. In addition, the society and colleges and universities should also invest a lot of money to improve the construction of entrepreneurship base and incubation base. Colleges and universities should also strengthen the entrepreneurship training for students, actively carry out entrepreneurship related activities, and lay a good foundation for students to start their own businesses.

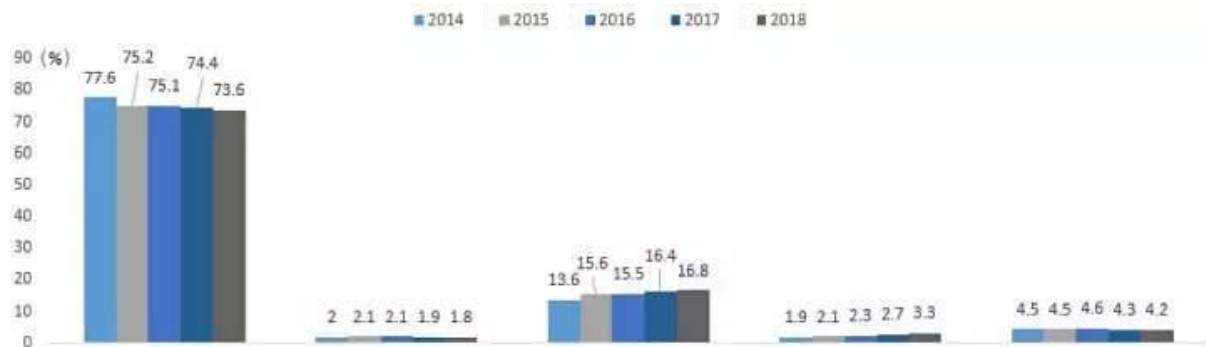


Figure2 Graduation destination of 2014-2018 undergraduate

4. The Regional Income Level Affects the Employment Direction of Graduates

Table 1 Employment rate of undergraduate graduates in various specialties from 2016 to 2018

Name of undergraduate discipline	2018	2017	2016	2018-2016
Engineering	93.1	93.5	93.5	-0.4
Management Science	92.7	93.2	93.6	-0.9
Education	90.8	91.0	91.2	-0.4
Medical Science	90.7	91.3	90.8	-0.1
Economics	90.6	91.5	91.7	-1.1
agronomy	90.4	90.9	91.0	-0.6
Neo Confucianism	89.9	90.5	90.9	-1.0
literature	89.5	90.2	90.1	-0.6
Art	87.3	88.1	88.8	-1.5
history	86.1	86.3	86.1	0
Law	85.1	85.3	84.9	0.2
National Undergraduate Course	91.0	91.6	91.8	-0.8

The development difference of economic level has a great influence on the regional income level. The sources of this difference include the regional industrial development level, market price level and so on. The higher salary level provided by the more developed regions has a high attraction for college graduates, while the lower salary level in the relatively backward regions has a relatively weak attraction, which also leads to the difference in the inflow degree of college graduates in

different regions. The employment rate in the eastern developed areas of China is significantly higher than that in the central and western regions. One of the important factors is the gap in the wage level of graduates after employment. The wage income of college graduates in the eastern developed areas is much higher than that in the central and western backward areas. Although the developed areas will face the problems of high prices and high prices, these costs can be offset by other ways due to the high salary. In the short term and long term, the income of college graduates in the relatively backward areas is difficult to meet the psychological expectations. In the long run, the development gap between regions will become larger and larger.

5. Development Expectation of Graduates With Regional Environmental Impact

The influence of regional environment on the development expectation of college graduates is mainly in two aspects, the first is the impact of living environment, the second is the impact of social environment. The first is the living environment. The high-quality living environment is very attractive to talents, which determines their long-term development path in the region. Living environment includes many aspects of music: ecological environment, living environment, traffic environment, entertainment environment, children's education environment, etc. these factors include all aspects of human life [8]. With the development of society, people's living conditions are getting better and better, so the pursuit of quality of life is getting higher and higher, so the influence of regional environment is also growing. Then there is the social environment, which mainly includes social welfare, social order, social tolerance, social security, etc., also related to people's life needs. Social welfare includes regional social insurance, employment subsidy, living subsidy, etc.; social order includes traffic standard, industry standard, market standard, etc.; social security includes the safety of living environment, work safety, traffic safety, etc.; social tolerance includes the tolerance of the region to foreign culture, the degree of public welfare of residents, etc.

6. Conclusion

Due to the imbalance of regional economic development, there will be differences in the flow of college graduates, or even polarization. In this case, the state needs to attach great importance to the market demand, adjust the strategic planning, pay attention to the targeted training of talents, so that college graduates can find a suitable direction for employment, so as to play their own value, realize their ideals, and fundamentally solve their own problems.

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