

Address the Structural Unemployment of Graduates through Supply-side Reform

-- from the perspective of improving employability

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Abstract: At present, the very prominent problem of student employment is still the focus of governments at all levels. For a long time, the structural unemployment caused by students' lack of employment competitiveness has always been the major concern relating to the employment of top graduates in China. This paper analyses the differences among college students' employability and the cognitive differences between universities and enterprises from the perspective of improving employability, and provides suggestions on supply-side reform for solving the problem based on the idea of "developing college students' employability and solving the problem of structural unemployment according to market demand signals".

1. Introduction

Under the background of the "dual transformation" of China's economic and social structure and system transition, structural unemployment has gradually become an issue affecting the high-quality employment of college graduates, moreover, their situation has been even worsened with an increasing number of the college competitors entering the market in recent years. There is no doubt that, if we do not pay attention to the problem of structural unemployment of college students, this problem could have a negative impact on the healthy development of tertiary education and even the whole social economy of our country. The reasons lie in, firstly, the current economic structure is unable to provide satisfactory jobs for burgeoning college graduates; secondly, the matching level between graduates' practical ability and enterprises' demands remains low. In other words, college students' employability is lagged behind the market, which is reflected not only in the lack of knowledge and skills etc, but also in the lack of invisible non-cognitive skills and specific employment goals. Improving students' employability is of vital significance both for solving employment problem and for maintaining social stability. In order to increase the employment opportunities of graduates and enhance their employability, we need to precisely improve their employability through supply-side reform.

2. External Appearance: College Students Graduate with Insufficient Employment Competitiveness.

Employability refers to "an individual's ability to acquire and maintain a job, to make progress at work and to cope with changes in work and life". College students, at their first time employment, often find it difficult to meet the actual needs of employers. The cognitive gap of employment competitiveness between the supply side and demand side often results in structural unemployment.

2.1 Analysis of the Overall Situation of College Students' Employability Gap

At present, college graduates in China show obvious structural unemployment. Their knowledge, skills and ideas having acquired at the time of graduation can no longer adapt to the change of economic structure, which means they can't meet the needs of the market and then cannot find suitable jobs. There are many reasons for structural unemployment. However, the colleges and

universities in China still regard training research-oriented talents as their primary goal, and turn a blind eye to the need of innovative talents after the rapid development of our economy and society. The major courses setting and training programs of tertiary education and the insufficient employability of college students can't meet the demands of the market. In the training programs, colleges and universities put more emphasis on theoretical knowledge rather than practical skills, which means it is difficult for students to integrate theory and practice. Therefore, they lack the comprehensive skills such as innovation ability, learning ability, interpersonal processing and organizational management ability, which are particularly important for employment. In addition, other important invisible skills such as responsibility, teamwork and achievement are also missing in this process.

2.2 Analysis of the Factors Affecting the Employment Ability Gap of College Students

The factors influencing the employment ability gap of college students include: knowledge elements (in addition to professional knowledge, non-professional knowledge is also crucial), ability elements (innovation ability, communication ability, planning and decision-making ability, organization and management ability, self-control, etc.). The study found that the role of curriculum, subjects, textbooks and teachers, as well as vocational guidance in schools and universities, had no significant impact on the improvement of students' employability, but participation in off-campus training and vocational training helped to narrow the gap between employability. This shows that the current teaching of colleges and universities can not meet the requirements of enterprises for students' employability, and can not provide effective educational measures to narrow the gap of employability.

3. Internal Reasons: There Are Differences in Cognition of College Students' Employment Ability

3. Research has found that there is insufficient communication between universities (including teachers and students) and employers, and there are differences in mutual understanding of students' employability. The important internal reasons leading to the structural unemployment of college graduates is the differences among employers' cognition of college students' employability, college teachers' cognition of college students' employability and college students' cognition of college students' employability.

3.1 Analysis of Influencing Factors on the Cognitive Differences of College students' Employability

Internship is an important way for college students to learn in practice. Through internships in the company, college students can understand the operating mechanism of the entire company, accumulate work experience, make up for their lack of employability, and formulate long-term career plans and development strategies. Many scholars believe that to improve core employability skills and to learn from practical experience is the most effective way to strengthen the relationship between enterprises and schools, so that students can clearly understand the direction of employability training. Through work internships, students can clarify the relationship between what they learn in class and what they need in reality, understand the needs of enterprises for employability skills, and help improve their specific communication and interaction skills.

3.2 The Impact of students' School Satisfaction on the Cognitive Differences in Employability

Many aspects of higher education will affect graduates' perception of the employment needs of enterprises. Research has found that students' satisfaction with schools will also affect enterprises' cognitive differences in graduates' employability. Among them, "school discipline and school spirit, the combination of curriculum situation and practice, standardized internship system and effective employment orientation, case education and other diversified teaching methods", all these factors will help to reduce the knowledge difference between students and enterprises in terms of employability. That is to say, in the daily training process of students and universities, it is necessary

to set up more courses that are combined with actual vocational skills; establish a standardized internship system to promote students to participate in corporate internships and improve the understanding of the company's employment needs; We should provide students with timely and effective work information and suggestions, help students understand company information, and clarify the direction of ability improvement. Only in this way can we reduce the difference in understanding between students and enterprises on the employability of college students and effectively solve the structural unemployment problem in college students' employment.

4. Solution: Accurately Improve Employment Capacity through Supply side Reform

One of the important means to solve the structural unemployment problem of college graduates is to improve the employability of college students. Higher education should actively respond to the changes in the demand of the talent market and reform the training objectives and training modes in order to improve the employability of college students.

4.1 Optimize the Economic Structure and Provide More Effective Jobs for College Graduates

At present, the domestic research on the difficulty of graduates' employment is mainly carried out from the supply and demand of higher education students, employment environment, employability and so on. However, from the perspective of global economic and social development, it is difficult for graduates to reflect the deep-seated problems of China's economic development: the labor-intensive industrial structure is difficult, it is difficult to provide sufficient jobs for higher education graduates, and most labor-intensive enterprises have low tolerance for risks and are at the bottom of the industrial chain, so college graduates do not want to engage in such work. The international financial crisis has weakened the employability of college students. Now, the domestic economic situation at and abroad economic situation have changed, and the urgency of China's industrial structure modernization has increased. Only by vigorously developing science and technology intensive, technology intensive and high-tech value-added industries, effectively responding to the impact of the international financial crisis, improving productivity, expanding domestic demand, promoting development and constantly optimizing the economic structure, can we create more high-quality employment opportunities for graduates.

4.2 Clarifying and Strengthening the Market Demand Signal of Talent Training in Higher Education

Colleges and universities must be market-oriented in the definition of specialization and training plan. At present, the main problem is that the talent market and employers do not clearly express the types of talents needed, the government departments and industries lack strong talent planning, and the existing professional qualification certification work mode is divorced from reality, the effectiveness is not high, and there is no clear market demand mark, so it is difficult to guide the healthy development of colleges and universities from positioning to talent training and school running objectives. China's government departments and industry organizations at all levels, including enterprises and employing units, should attach great importance to the continuous development of this work, formulate a scientific, reasonable and hierarchical vocational certification system, constantly clarify and strengthen the signal of talent demand, and transmit it to colleges and universities on the talent supplier through the market mechanism, so that the college students they train can better meet the needs of social and economic development. Governments, enterprises, institutions and talent service departments at all levels shall collect effective employment demand information through various channels, scientifically classify, summarize and analyze it, and publish it regularly in the student talent market.

4.3 Promoting the Reform of Higher Education with the Goal of Cultivating Employment and Entrepreneurial Ability

The independent entrepreneurship of college graduates is not only an important way to create employment opportunities, but also the need to enhance and promote the modernization of

industrial structure. Therefore, higher education should pay more attention to the cultivation of College Students' employability, especially the cultivation of College Students' entrepreneurial ability. Driven by the market demand, the talent training mode is reformed from the aspects of knowledge system, ability structure and professional consciousness. The rapid change of economic pattern poses a great challenge to higher education in various countries. If China's higher education can not quickly improve the ability to cultivate enough talents, find the market and make graduates obtain employment, especially in terms of entrepreneurial ability and entrepreneurial quality, China is obviously at a disadvantage under the unprecedented fierce international talent competition. From the perspective of long-term development, such disadvantages may weaken the national competitiveness and comprehensive national strength. Promoting higher education reform and promoting employment and entrepreneurship is the fundamental way out. Solving the contradiction between supply and demand structure of student talent market is an effective measure to improve the national comprehensive national strength.

4.4 The Government Should Pay More Attention to the Establishment of Long-Term Mechanism in Formulating College Students' Employment Policy

Student employment policies and measures should not only reduce the temporary pressure on current employment, but also ensure the creation of effective employment demand. By 2021, the number of graduates in China will reach 9.09 million. In addition, due to the impact of the epidemic, the number of unemployed former college students will be the largest in recent years. Therefore, even if the employment rate of college students is the same as that in previous years, there are still jobs to be filled this year, which is significantly higher than that in previous years, which undoubtedly increases the difficulty of employment this year; For example, the establishment of scientific research assistants in Colleges and universities and the expansion of graduate enrollment have significantly reduced the employment pressure of college students this year, but it only delays the employment pressure of college students and does not substantially solve the effective employment problem of college students. According to the survey, the creation of effective employment demand, the establishment of the internship system for unemployed students, the institutional guarantee for college students to participate in internship, and the optimization of employment structure are increasingly welcomed by students.

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