

# Research on Solving the Difficult Problem of College Students' Employment

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**Abstract:** Employment is related to the vital interests of the people and the fundamental social stability of the people's livelihood, is the economic "barometer", is the "stabilizer" of the society. To realize the stable employment of college graduates and high quality employment, which is not only related to the future of the graduates, but also related to the practical interests of thousands of households. Based on the employment situation of college graduates and the difficult problem of employment, this paper explores the feasibility of effectively improving the efficient employment of graduates, in order to promote the realization of employment of college graduates.

## 1. Introduction

With the popularization of higher education, the number of college graduates increases year by year. According to the report, the number of fresh graduates in 2022 is 10.76 million, and the number of college graduates in 2023 is expected to be 11.74 million, nearly 1 million more than in 2022. The year 2022 has been called "the most difficult employment season in history", with the number of graduates exceeding 10 million for two consecutive years, indicating that the employment pressure in 2023 can not be underestimated[1]. At the same time, as China's economy shifts from high-speed growth to high-quality development, many industries have entered the stage of transformation and upgrading. The more than three years of epidemic prevention and control has led to a sharp decline in the job market demand of many traditional industries, so graduates will face a more severe and complex employment situation. Employment is the most important part of people's livelihood and the top priority of national development. Therefore, in order to improve people's livelihood and stabilize the sustainable and healthy development of social economy, it is particularly key to actively promote the employment of college students.

## 2. Analysis of the employment situation and difficulties of Chinese graduates at the present stage

In the past three years, the novel coronavirus epidemic has had a major impact on people's livelihood. While the domestic economy was in a downturn, the employment and entrepreneurship situation of college students was once very severe.

### 2.1. College students' employment mentality has changed and they lack a full understanding of their own competitiveness

Contemporary college students not only have the traditional employment mindset, but also have the exploration of advanced employment ideas. In the face of controversial opinions and opposing suggestions, they show a strong tolerant attitude. They are both self-seeking and altruistic, respecting the different preferences of others and looking forward to harmony[2]. At the same time, in the current huge and complex Internet information environment, college students often suffer from psychological difficulties such as confusion, conformity and lack of confidence in job hunting

due to their lack of discernment and insight.

Since ancient times, China has had the traditional idea of "study and be good at public service". Coupled with the past COVID-19 epidemic, the economy has faced serious downward pressure, with many enterprises shutting down production, cutting salaries and laying off workers. As a result, more and more college graduates choose to take part in the national civil service examination, believing that civil service work is very important in the face of uncertainties and force majeure disasters. Relatively stable and comfortable for civil servants. But after all, the number of positions is limited, which increases the pressure of taking the National exam. Many college graduates blindly follow the trend and apply for the exam when they are not sure whether they are interested and suitable for the relevant jobs. In 2022, the number of students taking the National exam reached a record high of over 2 million. On January 8, 2023, the central government and its directly affiliated institutions also welcomed the 2023 annual examination to hire civil servants public subject written examination. According to the data of Xinhuanet, the national examination plan recruited 37,100 people, nearly 2.6 million people have applied for the examination, and the ratio of the number of people who passed the qualification examination and the number of recruitment plan is about 70:1.

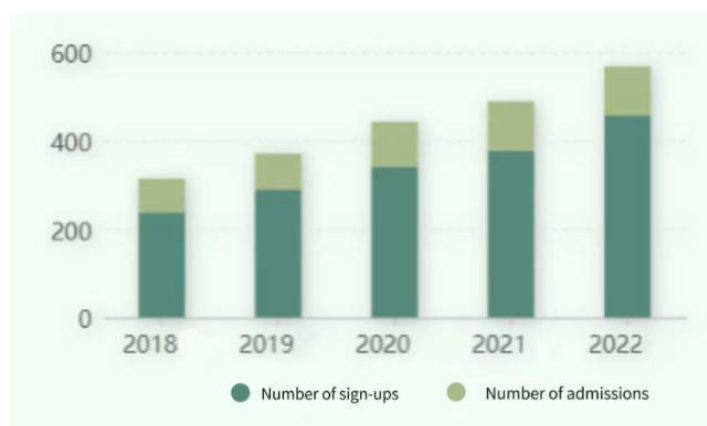


Figure 1 The number of applicants and the number of students enrolled in the National Examination during 2018-2022.

## **2.2. Colleges and universities should attach importance to the guidance on employment issues and inject practical considerations into the setting of majors**

At present, the channels to know the recruitment information are increasingly diversified. In order to avoid the lower college students lack of pre-thinking about employment planning, many colleges and universities specially set up relevant service courses and employment consulting service stations, so that students can think about the relevant issues about career planning and avoid thinking about employment problems before graduation, which will lead to missing a lot of trial and error and try opportunities.

In today's rapidly changing social market demand, the requirements for professional skills are increasingly high, the school's education and training system there is a structural contradiction between supply and demand, there will be teaching content can not keep up with the cutting-edge knowledge and skills of The Times phenomenon. With the continuous development of the current society, the social demand for talents in related industries also has corresponding changes, colleges and universities should actively adjust the policy and strategy of training talents according to the social demand.

## **2.3. With the rapid rise of platform economy, employers have different recruitment mechanisms and career development needs**

As a native of the Internet era, the Internet information age is bound to affect the current majority of young people's career ideas. At present, college students will inadvertently penetrate a lot of Internet preferences in the formation of employment values, career intentions and employment actions. In addition, as we are now in the era of the vigorous development of the Internet, the

domestic platform economy is also developing rapidly. According to the report released by the State Information Center, in 2020, the number of participants in the sharing economy will be about 830 million, including about 84 million service providers and about 6.31 million employees of platform enterprises. Data from the National Bureau of Statistics showed that by the end of 2022, there were 200 million flexible workers in China, most of whom created value through platforms. For example, Alibaba's whole ecosystem has accumulated nearly 70 million job opportunities, while Tencent's wechat ecosystem has exceeded 40 million[3]. It can be seen that the platform economy has also created a large number of job demands in China, expanding the employment space for domestic graduates.

When recruiting employees, many employers always set different conditions to select high-quality talents, in order to open the gap between recruiters. As many college students need local hukou when looking for a job, but there is no employer location hukou, so that college students lose a variety of quality job opportunities; Some college students in the process of job hunting, will be able to provide local hukou as an important condition, there are many employers are difficult to meet the needs of job seekers, it has also caused the job vacancy and college students employment in other places trouble.

#### **2.4. The government has introduced relevant policies to promote employment, but the government's macro-policy publicity needs to be improved**

College graduates are the precious human resources of the country. Since its implementation in 2006, the "Three support and one Help" program has sent 431,000 college graduates to serve at the grassroots level. In 2020, according to the latest deployment of the Ministry of Human Resources and Social Security, 32,000 college graduates were employed in supporting education, agriculture, medical services and poverty alleviation at the grassroots level. In 2021, 38,000 college graduates will be sent to work in "three support services and one support" at the grassroots level. The number of graduates has increased over the past two years[4].

Although the Chinese government and relevant departments have introduced a series of supporting policies to promote the employment of graduates, support college students to start their own businesses, flexible employment, etc., the implementation effect of these policies is not ideal due to the lack of pertinence, practicality and precision of these policies. At the same time, due to the imperfect social security network for college students' employment and the serious shortage of supporting public employment services, the effective implementation of college students' employment support policies has been reduced to a certain extent. This restricts graduates from multi-channel employment, increases the difficulty of independent entrepreneurship and flexible employment of college students, and further aggravates the employment pressure of college students.

### **3. Crack the countermeasures of college students' employment difficulties**

At the present stage of the employment problem of college students by the wide concern of the society, in order to fundamentally solve the problem of difficult employment of college students, also need the joint efforts of students, schools, society and government departments, graduates are a strong team in the development of today's society, so colleges and universities according to the development and needs of society, training with The Times of talent.

#### **3.1. Avoid blind pursuit, the correct understanding of self**

First of all, the majority of graduates should intentionally improve their core competitiveness in the job market during the university, such as relevant professional knowledge and practical operation tools skills, and take the initiative to exercise relevant workplace skills; Secondly, college students should actively and independently search for massive employment information and pool resources on multiple platforms and channels, so as to enhance their sensitivity to the job market, better cope with uncertainties in the society and increase their choice of employment. At the same time, timely adjust their positive and peaceful attitude, relieve the severe employment situation

brought by the heavy pressure, a correct view of the current situation of the job market; The majority of graduates should give full play to their subjective initiative, clear their career needs and ability level, for their own accurate positioning, when choosing a job to choose the right position. Avoid blind pursuit, correct understanding of self.

College graduates need to understand the current employment situation and status and change their employment concept in time. They should not blindly pursue big factories, "high level" and high salary when submitting profiles. Establish the concept of occupational equality and labor glory, change the concept of the distinction between high and low in occupation, correctly grasp their career expectations, do not aim too high and aim too high.

### **3.2. Enterprise transformation and upgrading, to provide high-quality jobs demand**

For new college graduates entering the labor market, there are no more than two sources of employment: The creation of new jobs and the adjustment of existing jobs. Obviously, in order to maintain the stability of the labor market, the more new jobs are created, the more conducive it is to solve the employment problem of college graduates. Therefore, enterprises should actively adapt to the trend of social development, accelerate transformation and upgrading, and provide a large number of high-quality employment opportunities for the society.

In the increasingly fierce competition for college students' employment, more and more college students choose the "employment first, career later" mode of employment, namely work flow mode of employment. Job mobility can reduce the negative impact of job mismatch and relieve the pressure brought by "wronged employment for the first time". It can not only realize the upward mobility of individual career, but also promote the reasonable allocation of social resources[5].

College students' innovation and entrepreneurship is a new way to solve the difficult problem of college students' employment, which helps to improve the national innovation competitiveness, and to a certain extent plays a role in reducing the gap between the rich and poor and social contradictions such as class solidification. While solving their own employment problems, they can also provide employment opportunities and serve the society.

### **3.3. The university optimizes the employment service guidance and provides precise assistance for graduates**

The demand of the talent market is changing rapidly, so the teaching plan of colleges and universities should also change with the market changes, adhere to the "teaching for employment", take employment as the ultimate goal of teaching, take the occupation suitable for modern enterprise work and market demand as the basic starting point, reform the curriculum specialty setting, and integrate the teaching courses with the market demand. Establish courses and teaching evaluation standards with vocational competence as the core, explore suitable for market-oriented students to carry out employment guidance work, in order to help college students to find employment correctly and smoothly [6].

Colleges and universities should strengthen the cultivation of students' comprehensive literacy and increase their practical experience, so that graduates can better meet the needs of the market in the future. At the same time, for the employment pressure faced by graduates, colleges and universities should also do a good job of employment psychological counseling work, provide psychological counseling for college students in the face of employment difficulties, relieve the psychological pressure of college students from all sides, with a positive and optimistic attitude to the correct treatment of employment competition[7].

Colleges and universities should actively establish multi-party cooperation with relevant enterprises through the school platform to implement school-enterprise cooperation, and organize many enterprises to carry out recruitment work for specific colleges and universities. It is convenient for students to have a more concentrated and specific understanding of employers and job demands, so that students can have an earlier understanding of the job market and start preparing employment planning, and at the same time, it can improve the reputation of enterprises. Expand the dissemination power, cultivate seed talents.

### 3.4. The government should give full play to its policy advantages and guide graduates to find jobs at the grassroots level

In line with the concept of "people-oriented" development, the state and the government should increase employment support for new graduates. In actively promoting the transformation and development of the real economy, the government should optimize the incentive measures for small and medium-sized enterprises, give corresponding preferential fiscal and tax policy support, strive to create a large number of jobs suitable for college students, and expand the number and scale of employment for college students.

The government should advocate the establishment of an open and transparent job market information mechanism and competition mechanism. In the era of "Internet plus", the government should strive to build an "Internet plus college students' employment" platform, strengthen the role of the Internet in the release of college students' employment information, skills training and legal services, reduce the difficulty and cost of obtaining employment information, and broaden the channels and ways of obtaining employment information. In recent years, many government departments have stipulated that not only civil servants are required to take examinations every time they enter, but also more and more institutions within the system are implementing the transparent "open recruitment" system in the recruitment of talents[8]. These measures are conducive to promoting the fairness of college students' employment and deserve further development and promotion. At the same time, the government should improve the construction of laws and regulations on the employment guarantee of graduates, strengthen the supervision and management of the implementation of laws, and protect the legitimate labor rights and interests of college students.

The government should improve the policy of encouraging college graduates to work at the grassroots level, and implement various preferential employment policies for college graduates, so as to lay a solid foundation for guiding college graduates to work at the grassroots level. Improve the social security system, improve the treatment of grassroots workers, and increase the appeal of grassroots to college graduates; Optimize the growth environment, actively establish a grass-roots team conducive to the growth of college graduates, and provide an efficient growth environment for employees. Thus, college graduates will be introduced to stay and develop.

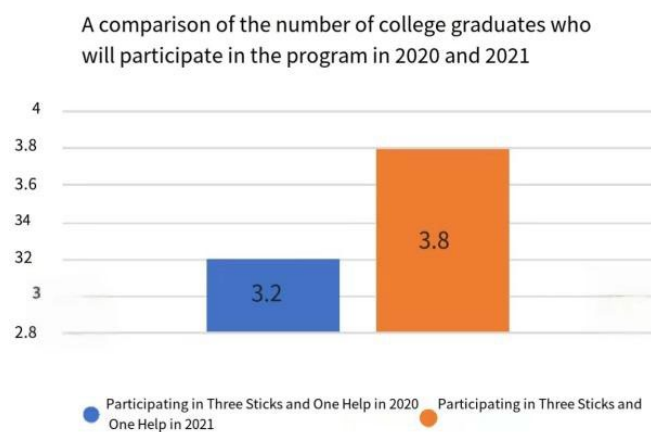


Figure 2 Comparison of the number of college graduates participating in the "Three support teams and one Support program" in 2020 and 2021.

## 4. Conclusion

Therefore, college students themselves should constantly improve their own quality and ability, improve their professional level, in order to cope with the strict test from enterprises and society; Colleges and universities should strengthen the construction of teachers, for students to establish the correct idea of employment, career choice, pay attention to and strengthen employment guidance, so that graduates in the face of employment problems when prepared; In the macro aspect, policies should be used to actively guide college graduates to achieve stable and high quality employment

development. Only with the joint efforts of all parties from the whole society, fully understanding the current employment dilemma, taking multiple measures and making concerted efforts, can we help college graduates to take the road of stable employment.

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