

The Analysis of Financial Crisis Impact on College Students' Employment

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Abstract: The global financial crisis directly affects the employment market of college students, making the contradiction between supply and demand of graduates more prominent. The financial crisis has challenged the employment ability of college graduates, which has caused tremendous psychological pressure on college graduates, but it also brought new employment to college students. Opportunity. In the face of the financial crisis, colleges and universities should continue to deepen the reform of education and teaching, strengthen ideological and political education, and help university graduates establish a new concept of employment, accelerate the construction of employment information, and provide rich and efficient employment guidance and information for graduates. Services, strengthen the targeting of employment services, and do a good job in helping special group graduates to cope with the impact of the financial crisis on college students' employment.

1. Introduction

Since the 1990s, there have been many financial crises around the world. The financial crisis that has occurred in the world and has a relatively large impact on the world has a financial crisis in the United Kingdom in 1992, a financial crisis in South America in 1995, a financial crisis in Asia in 1997, and 1998. Russia's financial crisis, the financial crisis in Brazil in 1999, the euro exchange rate crisis in 2000, the financial crisis in Argentina in 2002, the Vietnam financial crisis in 2007, and the US subprime mortgage crisis in 2007 – this is in recent years it has the greatest impact on China's economic development and is also the most obvious financial crisis. The financial crisis is usually caused by economic problems arising from one or more reasons in the region or country. In addition, the control of the state or region or the decision-makers are not timely or the decision-making mistakes [1]. And finally the economic problems are not It has been relieved or solved, and even accelerated the development of the economic crisis, so that the economic problems in the region or country spread to many regions or countries, so that it has a certain impact on the world economy [1].

2. The impact of financial crisis on college students' employment

With the continuation of the financial crisis, the impact on the employment of the Chinese economy, especially college students, has become increasingly prominent. The author recently conducted a questionnaire survey on 1,200 graduates of four undergraduate universities in Beijing Normal University, Central University of Finance and Economics, Zhengzhou University and Huanghuai College on the impact of the financial crisis on college graduates. The survey results show that 56% of the people who think that the current economic crisis has affected themselves, 18% who have basically no influence, and 26% who have a great influence; in terms of the scope of the impact, 57% think that they have an impact on employment. 17% of people have an impact on life; 60% and 32% are concerned about the financial crisis. It is not difficult to see from the above figures that the impact of the financial crisis on college students cannot be ignored, mainly in the three aspects of the social employment market, student employment competitiveness and psychological quality [1].

2.1 The financial crisis directly affects the employment market, making the contradiction between supply and demand of graduates more prominent.

In recent years, China's economic growth rate has remained at around 11%, especially the acceleration of economic structure, which has driven the universities with high human capital stock.

The strong demand of graduates has contributed to the rapid development of higher education. The continuous expansion of higher education has provided more opportunities for higher education, promoted educational equity, improved the potential of personal career development, and promoted the overall improvement of China's human resources. However, the growth rate of college graduates' supply is much higher than economic growth. According to statistics, in 2007, the number of college graduates nationwide was 4.95 million, 5.59 million in 2008, and will reach 6.11 million in 2009. Under the impact of the global financial crisis, China's economic sector and related industries have been greatly affected. First, the rate of economic growth has slowed down, and the ability to pull employment has weakened. The National Bureau of Statistics' current national economic operation data shows that from January to September 2008, it increased by 9.9% year-on-year, down 2.3 percentage points from the same period of last year [2]. If this situation continues to develop, it will further affect China's employment growth space. Second, some small and medium-sized enterprises in the coastal areas have difficulties in production and operation. Some industries such as steel, clothing, textile processing and manufacturing have stopped working and closed down, which has caused some migrant workers to return to their hometowns. Third, the export of foreign-funded export-oriented enterprises has slowed down, reducing the demand for labor; some private enterprises have reduced their employment plans and cut jobs.

2.2 The financial crisis has put forward new requirements for the employment ability of university graduates.

At present, China's higher education has entered a new stage of comprehensively improving the quality of education and teaching. Improving quality is the core of higher education reform and development, while higher education personnel training level and teaching there are still gaps in the content, methods, and students' ability to innovate in employment, as well as the development of the social economy and the needs of the people. The financial crisis has challenged the employment capacity of university graduates. The employability of students refers to the ability to maintain work, including professional and market ability. Professional ability includes knowledge, skills and attitudes [3]. Knowledge is the basis of professional ability. Professionalism, professional ethics and ethics are the professional competence of college students. The essential. Market ability refers to the way in which university graduates demonstrate professional competence to employers and the specific environment in which they seek work.

This global financial crisis has an indisputable fact. As far as schools are concerned, famous universities are less affected by the impact of the financial crisis than ordinary colleges. In terms of professionalism, finance, international finance and trade, business administration Graduates are more affected and affected by the financial crisis [4]. According to news reports: Central University of Finance and Economics, China University of International Trade and other famous institutions, the graduate recruitment fair in previous years, and this year has also been "cold", "the emperor's daughter" also married.

2.3 The financial crisis has caused the psychological pressure of college graduates to be overweight.

According to the survey results of the "Financial Crisis Impact on College Graduates" survey, among the 1,200 college graduates, the financial crisis accounts for 20% of the psychological impact. 35% of those who do not work, and 17% who think they have an impact on future development.

From the above statistics, it is not difficult to see that the grim situation of employment difficulties caused by the financial crisis has caused different levels of psychological pressure on some university graduates. Specifically, in the face of the current employment situation, some graduates show panic, confusion and anxiety. Worries, especially those with introverted personality, poor psychological adaptability, family economic difficulties, families living in economically underdeveloped areas, graduates who rely on their parents to work for tuition and living expenses, and graduates from local universities in provincial cities are even more psychologically stressed [2]. There are three main reasons for this: First, there is insufficient understanding of the grim situation that causes employment difficulties in the financial crisis, and the estimation is insufficient. Second, the concept of career

choice and employment are lagging behind. Establishing a correct concept of employment is the key to achieving smooth employment for current college students. In the stage of popularization of higher education, many college students cannot keep up with the development of the times and change the concept of employment in time. According to the survey data, 90% of university graduates choose large and medium-sized cities when they are employed. For some small-scale urban units or county towns, few people care about it. 83% of university graduates choose state organs and foreign companies. State-owned enterprises, universities, and not want to choose small businesses, private enterprises and township grassroots. Some graduates are so high-spirited, the choice of career design is decoupled from reality, the ideal is decoupled from reality, and they are overestimated [3]. They always think that they can do anything before they graduate, but often their actual ability is not satisfactory. Third, the psychological quality is poor and the adaptability is not strong. Most of the university graduates are only children, with excellent conditions and individuality. They are “darlings” at home and “proud” in the society. Some college students choose from primary school to university, from eating and drinking to clothing purchase. Dependence is strong, and it is not uncommon for parents to accompany them. This part of the students will be overwhelmed if they are frustrated.

3. Analysis of college students' employment strategy under the background of financial crisis

3.1 The government must be brave enough to take responsibility and implement employment incentive policies.

The government should increase policy support and adopt more targeted and effective policies and measures to encourage and support labor-intensive industries, small and medium-sized enterprises, and non-public sectors of the economy that are conducive to employment expansion, and create more jobs. The government should actively promote entrepreneurship to promote employment, strengthen entrepreneurship training and entrepreneurial services, improve the entrepreneurial environment, and improve the stability of entrepreneurship. If we want to speed up the implementation of the 10 major stimulus measures, China's economic development and industrial restructuring will initially enter a virtuous cycle, which prepares a broad space for the growth of college students' employment demand [4]. In addition, the government should provide preferential micro-credit for college students' entrepreneurship, preferential treatment for college students' entrepreneurship, and remove the policy barriers that restrict college students' entrepreneurship. They will provide free employment services for college students, vigorously develop public welfare jobs, and provide strong support for labor employment. .

3.2 Schools should set up majors that meet market needs.

Many enterprises have indicated that because the professional settings of some schools do not fully match the market demand and the teaching plan does not adapt to the market plan, it is more difficult for college students to find employment under the financial turmoil. First, we must continue to deepen the reform of teaching. We must vigorously adjust the professional settings of disciplines, improve the training programs and curriculum systems, improve teaching facilities and means, and effectively improve students' various abilities and comprehensive qualities [5]. The professional setting of colleges and universities should plan and actively adjust according to the employment market and social needs. The professional structure adjustment should be strengthened, the talent training structure should be optimized, the shortage of talent training should be strengthened, the reform of teaching content should be deepened, and the talent-training model and mechanism innovation should be promoted. Vigorously strengthen practical teaching, cultivate students' practical ability, analytical problems and problem-solving skills. In addition, schools should change their work concept. In the past, employers took the initiative and went to the school to take the initiative [5]. However, in the current situation, schools should “go out” and actively communicate with employers. They should be trained in accordance with the needs of enterprises and tailor-made for enterprises. Therefore, colleges and universities should be guided by market demand, adjust professional settings, formulate enrollment plans, improve training programs, and improve teaching methods. The

university emphasizes the systematic, theoretical and professional nature of education and the practical and professional nature of enterprise requirements. People who avoid school training will be decoupled from corporate needs.

3.3 Universities should broaden their employment channels.

Colleges and universities should continue to intensify efforts, strive to broaden employment channels, and build a school-based graduate employment market system based on the principles of resource sharing, market co-construction, and complementary advantages. Joint enterprises and universities hold seminars for supply and demand meetings for graduates. Win more employment information. Focusing on improving the employment rate and employment level of graduates, focusing on employment guidance and broadening the employment channels for graduates, and striving to realize the guiding ideology of full employment of graduates [5-6]. The graduates will "go out and introduce", thus attracting more Employers come to the school to recruit, use their own strength and employers to build a communication platform to open up the job market. Strengthen the cooperation between schools and enterprises, build a communication platform between enterprises, schools and individual students, and promote the employment and entrepreneurship of young students. The school can encourage students' employment confidence by inviting alumni to return to school and make full use of the alumni's help recruitment and publicity.

3.4 Open an employment and entrepreneurship course to update students' employment concept.

Many college students are influenced by various information and traditional concepts of the society. They always hope that there will be institutions with stable posts and good treatments. In this way, they can rest easy in the future. This is a common employment concept among college students and graduate students. In response to this situation, colleges and universities should start employment and entrepreneurship courses as soon as they enter the school, incorporate employment guidance into the teaching process, and focus on cultivating graduates' employment and entrepreneurship. Let the students realize that the grim situation does not mean that the winter is coming [6]. At the same time that there is "someone has nothing to do" in China, the phenomenon of "nothing is done" is universal. As long as it overcomes its psychological comparison, blindly seeks high psychology, and imbalances, Inferiority, self-esteem, dependence psychology and other bad employment mentality, study hard, and develop strong professional skills, there is a broad stage for them to show their talents.

3.5 Open various special lectures on employment to enhance students' employment confidence.

Graduates should not be low-eyed, face up to their own life orientation, encourage students to go to hard areas, and go to hard industries. Colleges and universities employ employment guidance experts and celebrities to give lectures, talk about employment and entrepreneurship theory and life planning, on the other hand, pay attention to the typical speech that everyone is familiar with, invite outstanding alumni to come to the school to give lectures, and show their confidence in future employment [7].

3.6 College students must have entrepreneurial awareness.

In carrying out entrepreneurial education for college students, we advocate a concept of big entrepreneurship. It includes not only the students themselves as bosses, but also the indispensable quality of job creation for most graduates. It is equally important to have a qualified technical worker, a technical manager and a business manager. . Under the circumstance of the employment situation in the whole society, the employment pressure of college graduates is still outstanding. Guiding college graduates to start their own businesses is an effective way to expand employment opportunities, improve employment levels, and create jobs. In recent years, in order to encourage college students to start their own businesses, the state has introduced a series of preferential policies [8]. The State Administration for Industry and Commerce stipulates that college students are exempt from five kinds of administrative expenses within one year of starting a business. Relevant policies have also been introduced throughout the country to encourage college students to start businesses. Frequent national or regional college student entrepreneurship competitions, as well as youth entrepreneurship

internship bases, etc., are all open to the convenience of college students.

3.7 Promote longer-term job hunting.

With the increase in career selection experience and the reasonable adjustment of career choices, college graduates have found a greater proportion of jobs. In the current financial crisis, the employment needs of some employers are not particularly clear. University graduates should have long-term plans for job hunting. It is unrealistic to hope that they can find suitable jobs in the short term [8].

4. Summary

“Crisis” is “risk” and “machine”, looking for opportunities in a crisis. We must look for opportunities for development in the catastrophe of this financial crisis, and we must regard the crisis as the driving force for further progress. With the gradual completion of the adjustment of the national industrial institutions and the sound financial system, I believe that China will successfully overcome the financial crisis sweeping the globe and usher in better development opportunities. For fresh graduates, if they can enhance their core competitiveness in this financial crisis and use their talents to work hard to defend their own positions, then their careers will be greater after the crisis. The dawn of light.

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