

Innovation Path of Graduate Employment Based on "Internet +"

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Abstract: In the development of the current era, network and informatization have become a major trend. The "Internet +" second-degree model has been continuously applied to various fields in this process. In the era of Internet development, the "Internet +" model also provides more opportunities for college students to find jobs, but it also brings great challenges to the survival and development of college students. Through the analysis of the status quo and problems of graduate employment under the "Internet +" mode, this paper proposes several ways to innovate employment work, hoping to help graduates and colleges and universities less than workers.

1. Introduction

The development of new information technology in Internet information has led humanity to the era of "Internet +", which is more efficient and convenient for people's lives and work. For today's college graduates, their employment methods are also more convenient. They only need a mobile phone or a computer to get a lot of job information, and they have more choices in employment. In order to help college students find their own employment methods and content more quickly and accurately, they must strengthen their employment guidance.

2. The impact of the development of "Internet +" on graduate employment

"Internet +" is a product of high development in the information age. It is a new business model that optimizes social resources and industrial institutions through the integration of traditional industries and Internet technologies. The development of "Internet +" not only promotes the progress of the social industry, but also affects the current employment situation of college students.

First of all, the development of "Internet +" speeds up the dissemination of employment information and further expands the scope of employment information, which enables graduates to obtain rich employment information in a short period of time and select more suitable for their own expectations. The job position has effectively improved the employment rate in our country.

Second, the development of "Internet +" has transformed the employment concept of contemporary graduates. It provides more opportunities for college students' employment, enriches the employment choices of college students, and it also guides and encourages college students to start their own businesses, so that college students can better realize their own development and exert their personal value.

3. The status quo of graduate employment based on "Internet +"

3.1 The situation of today's graduates' employment: the embarrassing situation of enterprises' "labor shortage" and students' "difficult job hunting"

In today's employment market, there is a very embarrassing problem, that is, students can't find a job and the company can't find talent. According to statistics, the number of graduates in China in 2017 reached 7.95 million, an increase of 160,000 over 16 years, and many of these students have problems of "employment difficulties". The root cause of this problem lies in two aspects: There is a big gap between the employment expectations of college students and the job demands of the actual job market. Second, the transformation and development of the industry has made the standards and requirements of the enterprises constantly improve, and the ability of college students

cannot meet their standards. The problem of “labor shortage“ of enterprises is also caused by many factors, such as the expansion of enterprise scale, the large gap in salary standards within the industry, and the insufficient attention paid by employees to the career development of employees^[1].

3.2 Problems in the employment and entrepreneurship of contemporary graduates

In the face of this embarrassing situation in the employment of graduates, the underlying reasons include the following aspects:

3.2.1 Colleges lack accuracy in guiding graduates' employment and entrepreneurship

Faced with a large amount of employment information, graduates tend to be confused and lack the ability to accurately locate jobs. This requires the school to play a good guiding role, in order to cultivate students' good employment thinking and help them quickly locate their own employment direction. But in fact, many colleges fail to do this.

3.2.2 The advantage of "Internet plus" is not fully utilized in the employment guidance of colleges

"Internet+" not only enriches students' employment options, but also greatly facilitates the employment guidance of schools. In particular, "big data" technology can provide abundant information resources for the employment guidance of colleges. However, many colleges have not found and make use of this advantage of the Internet in time, so that their employment guidance level cannot be improved.

3.2.3 Graduates lack the ability to find jobs and start their own businesses

In the current new situation, the primary reason of the difficult employment of graduates lies in students themselves. On the one hand, students' professional ability and knowledge level cannot meet the enterprise's standards for talent quality, which is difficult to meet the development needs of the talent market. On the other hand, graduates lack the spirit and ability to start their own business and have not set up a modern concept of employment.

4. Innovation path of graduate employment based on “Internet+“

4.1 Colleges should set up the modern service concept of graduate employment guidance

In today's Internet era, the employment problem of college students is increasingly prominent. In order to solve the employment problem of college students, colleges must play the role of their own employment guidance. Therefore, colleges must first set up a scientific concept of employment guidance, pay more attention to employment guidance and services for graduates and fully understand the current employment situation and market needs. They should correctly recognize the importance of the employment guidance service for graduates, actively learn scientific methods and guiding ideology and constantly improve problems in their own employment guidance services, to improve the level and quality of employment guidance services.

4.2 Innovate employment guidance service mode to help students achieve accurate employment

The traditional employment channels for graduates are mainly the talent market and on-site job fairs. For fresh graduates in colleges, the annual campus recruitment is their best employment channel. Such campus job fairs often have a higher success rate of employment, but also can reduce the time and economic cost of employment. For this reason, colleges generally hold campus job fairs to improve the employment rate of graduates, and invest a lot of financial, human and material resources, but often fail to achieve good results. This is mainly caused by the contradictions between the enterprise's high recruitment demand and fresh graduates' "slow employment" mentality^[2].

In order to change this situation, colleges must actively use their "Internet plus" mode to

innovate their own ways of employment guidance and service so as to improve the employment rate of graduates. Therefore, the school can carry out the work from two aspects:

First of all, the school should communicate with the cooperative enterprises to understand their employment needs. According to the specific situation analysis and planning, they will hold the special job fair in batches or screen qualified graduates according to the needs of enterprises and recommend them to the recruitment department of enterprises.

Secondly, colleges are supposed to conduct an employment intention survey through the internet survey platform to fully understand the employment psychology and employment needs of graduates. Students should be guided if they have unscientific employment concept, inactive employment psychology and incorrect employment methods, so as to help students realize their employment dreams as soon as possible through the scientific employment concept and the correct employment method.

4.3 Establish employment guidance network service platform

In the development of the "Internet+" model, the employment guidance methods of colleges are more abundant and convenient. The employment guidance work of colleges can break through the limitations of time and space through these Internet employment guidance platforms. Therefore, colleges must take active advantage of these modern tools and technologies in employment guidance to establish a complete employment guidance service platform, which should cover four aspects including college employment guidance APP or Wechat public number, employment guidance database, online class of employment guidance, and employment guidance information service platform. These online methods and offline employment guidance are complementary to each other, thus can provide graduates with high-quality employment guidance services in an all-round and multi-level way^[3].

4.4 Carry out the modern education reform and improve students' comprehensive ability

Among the factors that lead to the employment problem of graduates, the most important reason is the students' own employability. The employability of students includes the mastery and application of their professional knowledge and professional ability, as well as the students' self-employment concept and entrepreneurial ability.

It is a common scene that their major is not in line with the major required by the enterprise, and their professional level does not meet the recruitment standards of colleges. Moreover, most graduates have strong theoretical skills but lack practical experience. This contradiction, which often has special requirements for work experience in recruitment, is also an important factor that causes graduates to "employment difficulties". Therefore, colleges must thoroughly implement modern education reform, pay attention to the cultivation of students' comprehensive abilities, strengthen quality education, and provide students with more internship opportunities and encourage students through continuous school-enterprise cooperation while continuously improving their professional competence. Meanwhile, they can also encourage students to actively use the "Internet+" model to seek new employment opportunities, give play to their innovation ability and start their own businesses

5. Conclusion

"Internet+" has become a trend of the times. Its emergence and development provide opportunities for the employment of today's graduates, but also bring challenges. How to use the advantages of "Internet+" to enable today's graduates to get rid of "employment difficulty", and turn challenges into opportunities. It is a question that today's graduates and colleges should ponder.

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