

Study on employment intention and influencing factors of Xinjiang graduates studying outside Xinjiang

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Abstract: This paper takes Xinjiang graduates studying outside Xinjiang as the research object, and investigates the employment intention in the expected employment area, the nature of the employment unit, the expected salary and the employment cognition. In addition, it analyzes the influence on employment intention from three aspects: employability, concept and capital, to analyze the factors influencing the employment of Xinjiang graduates studying outside Xinjiang.

1. Introduction

With the popularization of higher education, employment of college graduates has become a serious problem. Compared with college students in other regions, students from Xinjiang are restricted by economic and basic education conditions and face more serious employment problems. Graduate employment intention is the employment-related concept and cognition formed by students themselves, which affects their employment attitude and behavior to a certain extent. In-depth exploration of employment intention of Xinjiang graduates studying outside Xinjiang is conducive to realize high-quality employment.

2. Relevant research results of employment intention

2.1 Definition of employment intention

The academic circle has not reached a consensus on the definition of employment intention, which can be defined as employment cognition and career expectations in the career selection.

2.2 The influencing factors of employment intention

Domestic research on employment intention and influencing factors mainly focuses on individual, family, environment and other aspects. Individual characteristics include the clarity of job selection and the confidence in successful employment, concept of professional success, foreign language level, education background, nationality, census register and the source areas, etc. Family factors and social capital cover job benefits, parental expectations, social comparison, profession, etc. The employment policy, the social cultural environment and so on should also be discussed.

3. Research Design

In this paper, employment intention is divided into two dimensions: employment expectation and employment cognition. Between them, employment expectation includes three indicators, namely expected employment region, expected salary and the nature of expected employment unit. Employment cognition is measured by cognition of employment situation and employment-related factors. The influencing factors of graduates' employment intention are divided into ability, concept and capital. In this study, a total of 210 questionnaires were distributed to graduates from Xinjiang through the Internet, and 198 valid questionnaires were recovered, with a recovery rate of 94.28%.

4. Analysis of employment intention

The analysis of employment intention of graduates from Xinjiang is as follows:

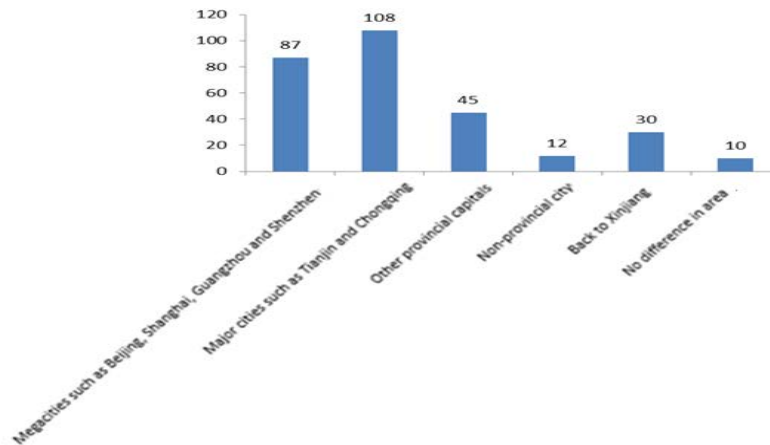


Figure 1 Expected employment area

In terms of expected employment area, most Xinjiang graduates hope to stay in big cities in the future, and few are willing to work in small cities or return to Xinjiang. The proportion of Xinjiang students who expect to work in large state-owned enterprises is the highest, followed by that of foreign-funded enterprises, and the proportion of those who expect to start their own businesses is the lowest. The survey finds that about half of the graduates expect to earn between 5,000 and 8,000 yuan. Most of Xinjiang students think that the employment situation isn't optimistic. Nearly 70% of college students are familiar with the employment direction of their major. They believe that ability is the most important factor in employment, rather than relatives, friends and teachers' recommendation, which indicates that they attach more importance to the factors of their own development, life and interest, and less importance to the objective conditions of the unit.

5. Analysis of influencing factors of employment intention

5.1 Research method

In this paper, SPSS22.0 is used for Logistic regression analysis, and its model is $\text{logit}(Y_i) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_i X_i + e$, in which Y_i represents employment intention, X_1, X_2, \dots, X_i represents various independent variables (the independent variables are divided into ability, concept and capital), $\beta_1, \beta_2, \dots, \beta_i$ represents the effect of each independent variable on employment intentions.

5.2 Analysis Results

Table 1 shows the impact of employability on employment intention

The employment intention of Xinjiang university graduates is affected by multiple factors, among which the employment area is affected by cadre experience, scholarship, professional ability, job-seeking concept, school type, father's unit and other factors. The type of employment unit is affected by the factors of scholarship, vocational ability, college type, family annual income and personal development and promotion; The expected salary is influenced by the Chinese level and the father's unit. The cognition of employment situation is influenced by Chinese proficiency, vocational ability and job-seeking concept.

6. Policy recommendations

Although the research sample of this study is Xinjiang university graduates studying outside Xinjiang, the suggestions can be extended to the whole university graduates, because the same graduates have something in common. The suggestions are as follows:

6.1 Improve the employability of graduates

Employability has a significant impact on employment intention, including its impact on

employment regions, employment units, expected salary and cognition of employment situation. People with stronger abilities have higher employment expectations than those with weaker abilities because of employment, and higher employment expectations will bring them better opportunity behavior, as employment behavior can be influenced by employment intention. Therefore, improving graduates' employability, including Chinese proficiency, professional skills, language proficiency, and ability to work in school, can motivate them to have better and meet their own abilities' employment intentions, to expect higher salaries, better employment areas and employment opportunities, and further better their performance in employment, which is also conducive to improving the employment competitiveness of Xinjiang university graduates, solving employment problems and improving employment efficiency.

6.2 Strengthen the ideological education of university graduates and change their concept of employment

First, cultivate the awareness of innovation and entrepreneurship of university graduates. There are only 17.68% of the graduates of Xinjiang universities choose to start their own businesses. Nowadays, science and technology are developing rapidly. The education of graduates' innovative and entrepreneurial awareness is an important means to cultivate their innovative and entrepreneurial ability. Innovative entrepreneurship education can bring personal ability to students, and will help them create more advantages in the era of urgent need for innovation, to make them their own capital. Second, cultivate the employment value of graduates. The vast majority of graduates are employed for self-value realization and material needs. The tendency of employment value of graduates should be cultivated, and the individual career development should be organically integrated with the needs of the country. Third, establish a correct concept of employment. The concept of employment has a significant impact on the expected employment areas, expected employment units and employment situation. Different employment concepts are suitable for different working cities and jobs. The correct concept of employment is conducive to graduates choosing the right job for them, reducing the possibility of excessive job hopping and improving employment efficiency.

6.3 Colleges and universities can guide graduates' employment from three aspects: employment ability, employment concept and employment capital

In addition to providing more internship and employment opportunities for students, the employment office of colleges and universities also has a greater responsibility, which is to guide graduates to find jobs. Since ability, concept and capital will more or less affect employment intention, colleges and universities should control from these three aspects. First of all, in terms of employability, the improvement of students' ability not only lies in themselves, colleges and universities should provide better education, more practical professional courses, richer classroom and extracurricular activities, more books and materials, etc., to provide necessary tools for the improvement of students' ability. Secondly, in terms of the concept of employment, teachers' classroom education, lecture explanation and practical experience can be combined to guide students to establish a rational, correct and suitable employment concept and employment intention. Finally, in the choice of majors and colleges and universities, students should be careful, and the school should provide a detailed introduction of the majors and institutions, as well as opportunities for students to change their majors later. In short, colleges and universities should play an important role as an important part of graduate employment.

7. Conclusion

There are more than one influential factors in the employment of Xinjiang university graduates after studying abroad. However, it is also necessary for college students to improve their employability. Besides, colleges and universities shall strengthen the employment thinking and ability education of college students, and improve the selectivity of college students' employment.

References

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Table 1 Regression results of employability to employment intention

	Megacities	Major cities	Other provincial capitals	Non-provincial city	Back to Xinjiang	Administrative organ or public institution	Large state-owned enterprise	Private enterprise	Foreign-funded enterprise	Self-employed	Expected Salary	Employment situation
Constant	-.096	-1.646*	-1.393	-3.465*	.736	-.420	.875	-.237	-.597	-2.455**	-2.511***	4.247***
Gender	-.227	-.535	-.027	.255	-.065	.250	.052	.029	-.317	.787**	.603*	-1.190***
Nationality	-.186	.859**	.273	-.491	-1.042**	.398	.085	-.457	-.172	-.331	.074	.549
Political status	.204	-.343	.035	-.162	.750	.823*	1.022*	.062	-.709	-.769	-.066	-.547
Chinese level	-.096	.311	.243	.783	-.207	-.183	-.086	.145	.288	.099	.665**	-1.322***
Leader's experience	.017	1.206***	-.666	-1.775**	-1.275***	.044	-.146	.274	.140	-.552	.240	.092
Scholarship	.829**	.521	.100	.100	-.564	-.142	.697**	-.305	.318	.067	.549*	.365
Internship experience	-.490	-.434	.047	.452	.150	.512	-.043	-.344	-.425	.592	-.532	.456
Professional ability	.553*	-.407	-.865**	-2.335**	-1.127**	.585*	-.706**	-.205	.679**	.922**	.551*	.807**
2log likelihood	257.905	243.230	199.321	73.772	139.431	258.155	237.670	258.726	261.857	169.726	252.643	181.844
Cox& Snell R ²	.069	.139	.051	.081	.136	.058	.070	.025	.060	.073	.100	.109

* means p<0.1, ** means p<0.05, *** means p<0.01