

Exploration of Employment and Education Strategies for Traditional Chinese Medicine Colleges from the Perspective of Zhongjing Culture

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Abstract: As the spiritual core of traditional Chinese medicine culture, Zhongjing culture contains the concepts of "benevolence, refinement, sincerity, and harmony", which provide unique cultural guidance and value support for employment and education in traditional Chinese medicine colleges and universities. Based on the practical case of traditional Chinese medicine colleges and universities in Henan Province, combined with the integration mode of institutional education and teacher education, this article systematically analyzes the current problems of fragmented cultural integration and weak practical links in employment and education, and constructs a countermeasure system from five dimensions: concept guidance, curriculum integration, practical innovation, cultural infiltration, and collaborative education. Research shows that deeply coupling Zhongjing culture core with employment and education goals can effectively enhance students' professional identity, clinical practice ability, and social adaptability, and provide talent guarantee for the high-quality development of traditional Chinese medicine.

Keywords: Zhongjing Culture; Chinese Medicine Colleges and Universities; Employment and Education; Professionalism

1. Introduction

The "Strategic Plan for the Development of Traditional Chinese Medicine in Henan Province (2016-2030)" clearly proposes to "inherit and promote Zhang Zhongjing as the highest banner of traditional Chinese medicine in our province", and to incorporate the inheritance of Zhongjing culture into the core task of cultivating traditional Chinese medicine talents [1]. Currently, traditional Chinese medicine colleges and universities face a dual dilemma in terms of employment and education: on the one hand, some students lack confidence in traditional Chinese medicine and have weak professional identity; On the other hand, there is a disconnect between clinical practice ability and job requirements, resulting in a serious loss of grassroots medical talents. Liu Yalin and others pointed out that the medical ethics of "benevolence and saving people" and the academic spirit of "diligently seeking ancient teachings" in Zhongjing culture have unique value in solving the dilemma of employment and education. As demonstrated by the practice of the "Zhongjing Academic Inheritance Class" at Henan University of Traditional Chinese Medicine, integrating the Zhongjing culture into the education model can achieve a 100% employment rate and a 35% increase in career stability for students [2].

From a theoretical perspective, this study breaks through the limitations of traditional employment guidance that emphasizes skills over culture, incorporates Zhongjing culture into the theoretical framework of employment education, and constructs a "culture profession" dual wheel driven education model; From a practical perspective, by extracting the successful experience of Zhang Yan's team's "college education+apprenticeship education", we can provide practical employment and education paths for traditional Chinese medicine colleges and solve the practical problem of "not knowing how to use traditional Chinese medicine and not enough Western medicine".

Existing research has mostly focused on the moral education value of Zhongjing culture, such as Gao Lei's exploration of the application of the "benevolent heart for the benefit of the world" ideology in medical ethics education [3], and Xiong Suling's proposal to infiltrate Zhongjing culture through campus cultural landscape creation [5]. However, there is a lack of systematic research from the perspective of employment and education. Dong Xuanxuan's research found that 45.26% of students believe that the cultural theory of traditional Chinese medicine cannot be explained from a scientific perspective,

reflecting a lack of integration between cultural interpretation and career guidance [4]. The practice of Zhang Yan's team has shown that integrating Zhongjing's academic ideas into practical teaching can significantly improve students' job adaptability, but there is still a need to deepen guidance on employment mentality and social identity construction.

2. The connotation of Zhongjing culture and its employment and educational value

2.1 Core connotation of Zhongjing culture

2.1.1 "Benevolence": the medical ethics foundation of benevolence and helping the world

Zhang Zhongjing emphasized in the preface of "Treatise on Cold Damage and Miscellaneous Diseases" that "treating the people from above and treating the body from below" closely integrates the mission of doctors with social responsibility. The idea that 'medicine is benevolent' constitutes the core of the professional ethics of traditional Chinese medicine. The combination of the concept of "benevolence" and a rigorous medical attitude is the fundamental principle for cultivating students' medical ethics of "saving lives". For example, the anecdote of Zhang Zhongjing's "sitting in court to practice medicine" in Nanyang is still a model of doctor-patient communication today.

2.1.2 "Precision": The professional pursuit of diligence and study

'Precision' refers to the professional pursuit of diligent study, with its core deeply rooted in the academic philosophy of 'seeking ancient teachings diligently and adopting diverse methods' in the Treatise on Cold Damage. When compiling medical classics, Zhang Zhongjing extensively reviewed medical classics from various dynasties, collected folk prescriptions, and delved into the internal relationship between yin and yang, five elements, and organs and meridians at the theoretical level. Through practice, he repeatedly verified the efficacy of the combination of prescriptions and medicines, and constructed a system of traditional Chinese medicine diagnosis and treatment with a pursuit of excellence. This spirit of ultimate exploration of medical theory has not only become the core criterion for the inheritance of traditional Chinese medicine, but also inspired contemporary scholars to maintain an unwavering passion for research in their professional fields, approach knowledge inquiry with a rigorous attitude, and achieve academic breakthroughs by drawing on the strengths of others.

2.1.3 "Sincerity": Professional ethics of honesty and trustworthiness

The warning of "not relying on one's own strengths and focusing on managing finances" in Zhongjing culture deeply demonstrates the professional ethics that doctors should adhere to, and together with Sun Simiao's earnest admonition of "saving lives with sincerity" in "Great Physician Sincerity", they jointly build the spiritual backbone of the traditional Chinese medicine industry. During the late Eastern Han Dynasty, when epidemics were rampant, Zhang Zhongjing witnessed the chaos of doctors pursuing profits, which led to people having no way to seek medical treatment. He resolutely criticized such behavior in the preface of "Treatise on Cold Damage and Miscellaneous Diseases", emphasizing that doctors should treat diseases and save people as their duty, rather than using medical skills as a tool for personal gain. Sun Simiao further elaborated in "The Great Physician's Sincerity" that doctors need to have a sincere heart and treat patients equally, regardless of their wealth or social status, with full effort to provide treatment. This integrity-based value system has become the cornerstone of trust between doctors and patients for thousands of years. In the modern medical environment, it still guides practitioners to abide by professional ethics, put patients at the center, win the trust of patients with sincerity and professionalism, maintain the purity and dignity of the traditional Chinese medicine industry, and reshape harmonious doctor-patient relationships.

2.1.4 "Harmony": a way of thinking that harmonizes and brings about harmony

"Harmony", as a way of thinking in Zhongjing culture, is deeply rooted in the theoretical system of traditional Chinese medicine and clinical practice. Zhongjing's "yin-yang balance" emphasizes the need to maintain dynamic coordination among various systems within the human body, while "syndrome differentiation and treatment" requires doctors to flexibly treat patients based on individual differences. Both embody the philosophical wisdom of "harmony in diversity". This kind of thinking that transforms contradictions and oppositions into dynamic balance is not only the core logic of traditional Chinese medicine diagnosis and treatment of diseases, but also contains profound career development insights.

We transform this holistic perspective into a career development strategy, guiding students to "choose careers based on differentiation" in their career choices. Students need to combine their professional

expertise, interests and aspirations with the development trend of the traditional Chinese medicine industry, comprehensively consider factors such as the demand for grassroots medical services and the new requirements for talent in industrial upgrading, and avoid blindly following popular positions. Just as traditional Chinese medicine accurately diagnoses diseases through observation, hearing, questioning, and cutting, students should also "diagnose" their career development direction through self-evaluation and industry research, find a balance between inheritance and innovation, personal values and social needs, and achieve a "yin-yang harmony" on their career path, and find a growth path that suits their own characteristics.

2.2 Dimension of employment and education value

Cultivation of professional spirit. Through the preaching of the deeds of "Medical Saints", such as the lecture on "Zhongjing Spirit and Professional Ideals" held by Henan University of Traditional Chinese Medicine, we strengthen students' professional aspirations of "serving the world by hanging pots" and solve the problem of lack of professional identity. Liu Yalin's research shows that students who receive systematic Zhongjing cultural education have a 28% higher score for their sense of professional mission than ordinary students.

Professional competence enhancement. Taking the "dialectical treatment" thinking as the starting point, guide students to transform traditional Chinese medicine thinking into professional decision-making ability. In practice, Zhang Yan's team found that students who underwent the three-stage training of "consultation with a teacher, case discussion, and career planning" showed a significant improvement in the match between clinical thinking and career, and a 50% reduction in job adaptation period.

Shaping employment mentality. We apply the concept of "harmony as the center" to cultivate students' psychological regulation ability to cope with employment pressure. Through case studies, Gao Lei found that using Zhongjing's "prevention before illness" philosophy to guide students in career planning can reduce employment anxiety by 30%.

3. Analysis of the current situation and problems of employment and education in traditional Chinese medicine colleges and universities

3.1 Educational effectiveness

3.1.1 Preliminary integration of courses

Some universities have integrated Zhongjing's medical ethics into their "Career Planning", such as Henan University of Traditional Chinese Medicine offering a module on "Zhongjing's Academic Thoughts and Career Development", which analyzes the logic of career choices through "Medical Sage Career Stories". Liu Yalin adopted the PBL teaching method and conducted a discussion on the theme of "If you are Zhang Zhongjing, how to choose a career in modern society", which increased student participation by 40%.

3.1.2 Innovation in practice model

The "Zhongjing Academic Inheritance Class" created by Zhang Yan's team adopts a "2+3" training model, which combines 2 years of theoretical learning with 3 years of practical experience with teachers. The mentorship system and class system complement each other, and students take turns learning from each other's strengths. This model has made students have the highest postgraduate enrollment rate in the school, and third-party surveys have shown that their theoretical level and practical operation ability are widely praised by employers.

3.1.3 Cultural environment creation

Xiong Suling mentioned that Guangxi University of Traditional Chinese Medicine has formed a subtle cultural influence through landscape construction such as "Zhongjing Avenue" and "Medicine King Valley", as well as the "Great Doctor Sincerity" recitation activity. The "Classic Formula Corridor" constructed by Henan University of Traditional Chinese Medicine combines classic formulas with professional concepts, becoming a distinctive carrier for employment and education.

3.2 Main issues

3.2.1 Cultural integration into fragmentation

The integration of Zhongjing culture into employment and education currently faces fragmentation issues. Most universities only mention Zhongjing culture sporadically in their employment guidance courses, such as simply quoting the concept of "benevolence and compassion" in the professional ethics module, or occasionally mentioning Zhang Zhongjing's medical background in case sharing, lacking a systematic design from core concepts to practical applications. This fragmented infiltration leads to students' understanding of Zhongjing culture remaining on the surface, making it difficult to transform values such as "diligence in learning" and "sincerity in serving the world" into intrinsic motivation for career development. Due to the lack of a training loop that includes a curriculum system, practical platform, and evaluation mechanism, the role of Zhongjing Culture in enhancing students' professional identity and job adaptability has not been fully released, which has constrained the deep construction of a traditional Chinese medicine characteristic employment and education system.

3.2.2 Weak practical links

There are obvious weaknesses in the current employment and education practice. In clinical practice, colleges and hospitals mostly focus on skills such as acupuncture and moxibustion, prescription and drug compatibility, but ignore the professional application guidance of Zhongjing's "syndrome differentiation and treatment" thinking. During the process of teaching, although students can master specific diagnostic and treatment techniques, they fail to deeply understand how to transfer the dialectical logic of "observing the pulse and syndrome, knowing what to do wrong" to career choices - such as combining their own professional advantages, industry needs, and social values to accurately match employment directions. This practical mode of emphasizing skills over thinking leads to a lack of systematic analysis ability for students when facing career choices, making it difficult to transform the holistic view of traditional Chinese medicine into personalized career development strategies. As a result, the essence of Zhongjing culture's thinking has not been effectively transformed in employment and education.

3.2.3 Insufficient collaboration between schools and enterprises

There are obvious shortcomings in the current collaboration between schools and enterprises in employment and education. Most traditional Chinese medicine companies and hospitals only participate in basic cooperation such as holding job fairs and providing internship positions when participating in university employment work, without deeply integrating Zhongjing culture into the workplace ability training system. Enterprise training often focuses on practical content such as production processes and marketing skills, but neglects the transformation and application of the "dialectical treatment" thinking and the "diligent study" concept. For example, it does not guide students to apply Zhongjing's flexible thinking of "treating according to the situation" to solve workplace problems, or cultivate their ability to read literature and innovate technology through the "diligent pursuit of ancient training" attitude. This shallow cooperation model has led to a disconnect between schools and enterprises in terms of talent cultivation goals, and the enterprise has failed to become a link for the transmission of Zhongjing culture from campus to the workplace, which restricts the systematic cultivation of traditional Chinese medicine characteristic vocational abilities. Xiong Suling's research found that the proportion of employment courses jointly developed by traditional Chinese medicine enterprises and universities is less than 20% [5], and there is a lack of job training system based on Zhongjing's academic ideas.

3.2.4 Lack of evaluation mechanism

There is a significant lack of evaluation mechanism in current employment and education. Most universities have not yet established an evaluation system that integrates Zhongjing's cultural literacy with professional abilities, lacking institutionalized evaluation indicators such as medical ethics assessment and cultural practice credits. In traditional employment evaluation, quantitative indicators such as employment rate and skill certificate acquisition rate are often used as the main focus, and there is a lack of evaluation on whether students internalize cultural concepts such as "benevolence and compassion" and "sincerity in helping the world" into professional behavior, as well as whether they can use "dialectical treatment" thinking to solve workplace problems and other dimensions. The lack of such an evaluation mechanism makes it difficult to quantify and provide feedback on the effectiveness of integrating Zhongjing culture into employment education. This makes it difficult to accurately identify weak links in shaping students' professional values and scientifically optimize cultural education measures in colleges and universities. As a result, the integration of cultural inheritance and vocational ability cultivation lacks closed-loop management, which restricts the improvement of the quality of

employment education.

3.3 Root cause of the problem

In the employment and education work from the perspective of Zhongjing culture, there are urgent problems to be solved in terms of cognition, system, and teacher level. Some universities have serious cognitive biases towards employment education, simply equating it with "job guidance" and only focusing on job skills training such as resume creation and interview techniques, ignoring the long-term impact of core concepts such as "benevolence, refinement, sincerity, and harmony" in Zhongjing culture on shaping students' career values and career development plans, resulting in employment guidance becoming a utilitarian short-term behavior.

The lack of a comprehensive system further exacerbates this dilemma, as the employment guidance systems of most universities lack the characteristics of the traditional Chinese medicine industry and fail to incorporate Zhongjing culture into the top-level design of talent training programs. The curriculum has not formed a systematic module that integrates with Zhongjing culture, and the practical aspects have not built characteristic projects around Zhongjing's academic ideas, resulting in a disconnect between employment education and professional education.

The shortcomings of the teaching staff cannot be ignored, as there is a severe shortage of teachers who possess both profound cultural literacy in traditional Chinese medicine and professional employment guidance abilities. The existing teaching team is either proficient in traditional Chinese medicine teaching or skilled in career guidance, but there is a scarcity of composite talents who can deeply integrate the essence of Zhongjing culture with vocational development education, which directly affects the quality and effectiveness of employment and education work.

4. Construction of employment and education strategy system from the perspective of Zhongjing culture

4.1 Concept guidance: Building a dual wheel drive model of "culture profession"

Based on the educational philosophy of "cultivating people through culture and shaping the industry through culture", the construction of a deep integration mechanism between Zhongjing culture and employment education requires coordinated promotion from three dimensions: value guidance, method innovation, and evaluation optimization. At the level of value shaping, based on the spiritual core of "benevolence" in Zhongjing culture, we guide students to establish the lofty professional ideal of "great doctors for all", strengthen their sense of social responsibility and medical humanistic feelings; Focusing on "refinement", through systematic academic training and practical training, we aim to cultivate students' professional competence in "Bo Ji Yi Yuan" and solidify their foundation for career development.

At the level of methodological innovation, we draw on the thinking paradigm of "syndrome differentiation and treatment" in traditional Chinese medicine to construct a professional decision-making methodology with Chinese medicine characteristics. This method requires students to conduct a systematic career development analysis from three dimensions: personal traits (analogous to traditional Chinese medicine "constitution"), industry needs (corresponding to "pathogenesis"), and social development trends (metaphorically referring to "timing"), in order to achieve "dialectical career selection" and enhance the scientific and adaptive nature of career choices.

At the level of evaluation system construction, we will break through the traditional single skill evaluation model and construct a three-dimensional evaluation system that covers medical ethics cultivation, professional skills, and cultural inheritance. We will incorporate students' understanding and application of Zhongjing's academic ideas in teacher practice into the core indicators of graduation evaluation, forming a virtuous cycle of promoting learning and teaching through evaluation, ensuring the deep penetration and effective transformation of Zhongjing culture in the entire process of employment and education.

4.2 Curriculum integration: Creating a "Three Dimensional Penetration" curriculum system

Under the guidance of the concept of "cultural talents and cultural plastic industry", building a systematic curriculum system is the key path to promote the deep integration of Zhongjing culture into

employment and education. In terms of core curriculum construction, a module on "Zhongjing Medical Ethics and Career Development" has been added to the "Employment Guidance", taking classic cases such as "Zhang Zhongjing Abandoning his official position to become a doctor" as the starting point, to deeply analyze the value balance in the process of career choice, and guide students to establish the ideal of a "great doctor for all" career; In the process of teaching professional courses, we deeply explore the employment and education elements in professional courses such as "Treatise on Cold Damage". For example, when explaining the theory of dialectical addition and subtraction of "Guizhi Tang", we cleverly extend it to the cultivation of vocational adaptability, and analogically explain the concept that vocational development needs to be flexibly adjusted like adding and subtracting prescriptions according to the syndrome; At the level of practical course design, a specialized training course on "Zhongjing Academic Inheritance and Clinical Employment" is offered. Through simulated diagnosis and treatment, medical case discussion, and grassroots medical service practice, Zhongjing's academic ideas are organically combined with the cultivation of clinical employment ability, achieving effective transformation from theoretical knowledge to vocational skills, and comprehensively enhancing students' employment competitiveness and career development potential.

4.3 Practical innovation: Building an ecological chain of "Mentorship Clinical Employment"

We deepen mentorship education and promote the "institutional education+mentorship education" model, such as the "mentor pool" mechanism of Henan University of Traditional Chinese Medicine's inheritance class, selecting physicians with rich clinical and employment experience as mentors, with each mentor guiding no more than 3 students, and adjusting groups every semester to learn from each other's strengths. Zhang Yan confirmed that this mode can improve the clarity of students' career goals by 40%. Strengthen the connection between clinical employment and establish "Zhongjing characteristic departments" in internship hospitals, such as the Jingfang Outpatient Department and the Traditional Chinese Medicine Prevention and Treatment Center, requiring students to combine clinical cases with career planning. For example, by analyzing the application of "Qingfei Detox Decoction" (derived from Zhongjing Formula) in the fight against epidemics, we can explore the modern value and career development opportunities of traditional medicine. We conduct cultural and professional experiences, organize practical activities such as "Searching for Zhongjing's Hometown", visit medical shrines, and participate in the free clinic of the "Zhang Zhongjing Medical Culture Festival" in Nanyang.

4.4 Cultural immersion: Creating a full scene educational environment

To comprehensively deepen the integration of Zhongjing culture and employment education, a comprehensive cultural education system can be constructed from three levels: material, spiritual, and institutional. In terms of material culture creation, we aim to create an immersive cultural space, construct the "Jingfang Avenue", engrave classic prescription inscriptions, and present the cultural heritage of traditional Chinese medicine in a concrete form; Create a sculpture of "dialectical treatment" that combines traditional elements of Yin Yang fish with innovative career compass, conveying the inspiration of traditional Chinese medicine thinking for career planning. In terms of spiritual and cultural cultivation, relying on brand activities to deepen value guidance, the "Zhongjing Cup" career planning competition is held to guide students to use the "Six Classics Dialectical" thinking system to analyze career development paths and enhance the scientificity of planning; We organize the "Great Physician Sincerity" speech competition, and combine cases from the anti-epidemic era to explain the deep connection between cultural confidence and professional responsibility. In terms of institutional and cultural protection, the "Implementation Rules for Employment and Education in Zhongjing Culture" have been formulated to clarify the goals and paths from the top-level design. "Cultural practice credits" have been included in the rigid graduation requirements, and a linkage assessment mechanism between "cultural literacy and professional ability" has been established to ensure that cultural education work can be quantified and evaluated. Through multidimensional collaborative efforts, the goal of educating people through culture and the plastic industry can be achieved.

4.5 Collaborative education: Building a community of government, school, and enterprise

4.5.1 Government policy support

The government can strengthen its support for employment and education at Zhongjing Culture through policy guidance, resource integration, and financial support from multiple dimensions. Proactively establish a normalized communication mechanism with the traditional Chinese medicine

management department, deeply integrate the employment and education concept of Zhongjing Culture into the "Traditional Chinese Medicine Talent Revitalization Plan" through joint research, expert argumentation, and other methods, establish its development direction and key tasks from the policy level, and form institutionalized guarantees. For the "Zhongjing School" project in Henan Province, a full chain service system of "training+employment" can be constructed. In the field of employment guidance, on the one hand, we have established a talent supply and demand docking platform with national traditional Chinese medicine enterprises and grassroots medical institutions, and regularly hold special job fairs; On the other hand, organizations carry out courses such as professional competence improvement and job skills training. At the same time, a "Zhongjing style Talent Employment Special Fund" will be established to raise funds through diversified channels such as financial special appropriations, social capital introduction, and enterprise sponsorship, providing resettlement subsidies, continuing education assistance, start-up funds, etc. for students who choose to work at the grassroots level, effectively enhancing the reserve of grassroots traditional Chinese medicine talents, and promoting the rooting of Zhongjing culture in grassroots medical services.

4.5.2 Deep cooperation between schools and enterprises

To deepen the integration of Zhongjing culture and employment practice, it is possible to jointly build employment bases and develop characteristic training courses through multi-party linkage and curriculum innovation. To jointly build the "Zhongjing Cultural Employment Base" with traditional Chinese medicine hospitals and enterprises, a close cooperation mechanism needs to be established. The government can take the lead in building a cooperation platform to guide traditional Chinese medicine hospitals to provide clinical practice positions, and Chinese medicine enterprises to open up diverse positions such as production, research and development, and marketing, achieving resource sharing and complementary advantages.

On this basis, around the academic core of Zhongjing, a training course for system development positions will be developed. We have invited experts in the field of traditional Chinese medicine and technical backbone of enterprises to form a course development team, deeply exploring the application of traditional Chinese medicine formulas and dialectical treatment ideas in modern medicine and industry, and developing characteristic courses covering clinical diagnosis and treatment of traditional Chinese medicine, traditional Chinese medicine processing, and cultural dissemination of traditional Chinese medicine. The curriculum emphasizes the combination of theory and practice, using diverse teaching methods such as case teaching, scenario simulation, and project implementation, allowing students to quickly master the skills required for their positions while learning the essence of Zhongjing's academic knowledge, enhance their employment competitiveness, and achieve the organic unity of Zhongjing's cultural inheritance and talent cultivation.

4.5.3 Participation of industry associations

Industry associations, with their extensive industry resources and professional advantages, can inject strong impetus into the promotion of Zhongjing culture and career development. Jointly with the Association of Traditional Chinese Medicine, we regularly hold the "Zhongjing Academic and Career Development" forum, which gathers top industry wisdom by building a high-end communication platform. At the forum, Chinese medical masters were invited to focus on the theme of "Career Growth from Zhongjing Thought", combining their decades of clinical and academic experience to deeply analyze the guiding significance of Zhongjing's concepts of syndrome differentiation and treatment, benevolence and compassion for practitioners of traditional Chinese medicine in their career planning and professional improvement, and to light up the beacon of career development for young talents.

At the same time, the "Zhongjing Style Good Doctor" selection activity will be carried out, taking Zhongjing's spirit of "hanging pots to help the world" as a benchmark, and targeting traditional Chinese medicine practitioners who are rooted in the grassroots and serve the masses for selection. Through case collection, story preaching, and public voting, we will explore and commend outstanding representatives who practice Zhongjing's ideas in grassroots medical services, and establish a real and tangible model of grassroots employment. We stimulate the enthusiasm of traditional Chinese medicine talents to participate in grassroots work, create a good industry atmosphere that advocates the spirit of Zhongjing and roots in frontline services, and promote the balanced development of the traditional Chinese medicine industry.

5. Conclusion and prospect

This study deeply explores the rich practical experience of traditional Chinese medicine colleges and universities in Henan Province in the inheritance of Zhongjing culture and employment education, and systematically constructs a five in one strategy system of "concept curriculum practice environment collaboration" for employment education from the perspective of Zhongjing culture. At the conceptual level, the core concepts of "benevolence, refinement, sincerity, and harmony" in Zhongjing culture are accurately refined, combining "benevolence and compassion" with the shaping of professional mission, linking "diligence and perseverance" with the cultivation of professional qualities, integrating "sincerity and benevolence" with the cultivation of professional ethics, and linking "harmonious coexistence" with the handling of doctor-patient relationships and the cultivation of teamwork abilities, deeply coupling employment and education goals.

In terms of curriculum development, we will develop a group of characteristic courses and integrate content such as clinical application of Zhongjing Jingfang and medical case analysis; The practical stage relies on projects such as "Zhongjing Academy" to carry out on-the-job training; In terms of environmental creation, we aim to create a campus cultural landscape and hold academic lectures; The collaborative mechanism combines multiple resources from the government, enterprises, and industry associations. Numerous empirical studies have shown that this system significantly enhances students' sense of professional identity, practical skills, and social adaptability, opening up new paths for the cultivation of traditional Chinese medicine talents and the improvement of employment quality.

In terms of deepening empirical research, it is recommended to further conduct correlation studies on the degree of cultural immersion in Zhongjing and the quality of career development. A quantitative evaluation model should be established through the construction of a tracking survey mechanism to provide data support for optimizing employment and education strategies. This process can be carried out using a questionnaire survey method, and a "Zhongjing Cultural Professional Identity Scale" should be designed for large-scale data collection. In the field of innovative education carrier, we can explore a new employment education mode of "Internet plus Zhongjing Culture", develop a virtual simulation platform of "Zhongjing Career Wisdom", reproduce Zhang Zhongjing's diagnosis and treatment scenes with VR technology to guide students to think about career choices, and expand the "digital platform of Chinese medicine culture" to the field of employment guidance, so as to realize the online and offline integration of education pattern. In addition, in terms of expanding the field of vocational education, relevant measures should be extended to traditional Chinese medicine vocational education, and educational activities such as "Zhongjing Culture+Skills Competition" should be designed according to the characteristics of vocational college students, to build a full level and full chain cultural employment and education system. The "Zhongjing Young Descendants" training program can also be carried out in vocational colleges to consolidate the foundation of the development of traditional Chinese medicine talents.

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