

The Pathway to Precise Employment of College Students in the Context of the New Era

Le Zhang

Chongqing Three Gorges University, Chongqing, China

Abstract: Following the post-pandemic era, China has witnessed new changes in its industrial and employment landscapes. Against the backdrop of the new era, achieving precise employment of college students has become particularly crucial. Precise employment not only maximizes students' professional abilities, enhances industry competitiveness, and optimizes industrial structures but also reduces students' employment costs and fulfills their employment needs. By actively utilizing emerging data technologies, designing relevant activities, providing personalized and comprehensive services to students, and implementing employment assistance, it is possible to effectively reduce students' employment costs and assist them in achieving precise employment.

Keywords: data technology, precise employment, pathway to employment, working path

1. Introduction

Currently, the global situation is complex and multifaceted. On one hand, the rise of anti-globalization forces has intensified trade frictions worldwide, leading to economic sluggishness. On the other hand, emerging technologies such as autonomous driving and AI models have sparked new industrial transformations. In China, entering the post-pandemic era has also brought about new circumstances. On one hand, there has been a frequent occurrence of layoffs and reduced recruitment by companies. On the other hand, certain enterprises are facing a phenomenon of labor shortages. Employment is the most significant livelihood issue in our country. Therefore, achieving precise employment of college students in the context of the new era becomes a topic worthy of exploration for universities, as it can satisfy the rational allocation of human resources for enterprises and promote industrial upgrading and transformation. To identify a viable pathway for achieving precise employment of college students by analyzing their differentiated characteristics, a comprehensive and systematic approach is required.

2. Overview of College Student Employment in the Context of the New Era

Under the backdrop of the new era, China has made significant achievements in industrial upgrading, industrial rationalization, and other aspects. Examples include the successful maiden flight of the C919 large aircraft and the explosive growth of the electric vehicle industry. However, new challenges have also emerged, such as the transfer of certain traditional manufacturing industry chains to Southeast Asia. The complex and ever-changing market environment has brought both opportunities and challenges to the employment situation of college students. Firstly, there is a growing trend towards job specialization and diversification. In the process of industrial development in China, the fusion and subdivision of industries have given rise to many emerging business models, such as related industries in the manufacturing service sector and the agricultural service sector. Consequently, these specialized industries have presented more specific job requirements. Secondly, employment information is abundant and asymmetric. As of January 2023, statistics from the State Administration for Market Regulation indicate that the number of market entities in China has reached 170 million, while the projected number of college graduates in 2023 is expected to reach 11.58 million. Matching the unique strengths of 11.58 million graduates with the diverse demands of 170 million market entities poses a massive challenge. Within this active job market, information asymmetry arises due to regional differences, varying channels of information dissemination and collection, and different timing of demand. These factors greatly affect the effective employment of graduates. Lastly, there is a transformation in the employment psychology and capabilities of college students. With the increasing number of college graduates each year, there has been a polarization in their employment psychology.

On one hand, some students begin preparing for various certification exams, such as teacher qualifications, CPA, and legal professional exams, even actively participating in non-professional exams unrelated to their fields of study, resulting in a phenomenon of excessive competition. On the other hand, another group of students exhibit a passive and avoidant attitude, engaging in various unrelated activities such as gaming and celebrity chasing, and delaying entry into the job market, leading to a phenomenon of underperformance. Both phenomena signify a clear polarization in the employment psychology of college students and indicate a focus on activities beyond their fields of study. Given the complex and ever-changing market environment and the psychological changes among college students, it is crucial to achieve precise and effective employment by effectively bridging the market demands and the professional abilities of college students ^[1].

3. The Value and Significance of Precise Employment for College Students in the New Era

Achieving precise employment for college students in the new era is not only a matter of their own long-term development but also closely related to the effective development of enterprises, the upgrading of industries, the rational allocation of national resources, and the stable operation of society. It holds significant value and significance.

3.1. Optimizing Employment Structure and Achieving Rational Employment Distribution

Currently, there are still some unreasonable aspects in China's employment structure. The disparity between "popular" and "less popular" majors in the job market is significant, and the transition between hot and cold job positions is too rapid. There is a lack of structural guarantees for employment, and the incidence of frictional unemployment and structural unemployment is gradually increasing. The reasons for this situation include not only industrial transformation but also various issues in the employment of graduates. Each major and each college student with different personality traits have their own variations in professional fields, employment channels, and other aspects. Moreover, different market entities and employers also have diverse labor demands due to different fields and core businesses. Blindly pursuing "popular" positions will not only lead to job competition but also cause labor shortages in certain industries. There is a strong degree of uncertainty and plasticity in various aspects of employment intentions, career planning, and market employment conditions for graduates. By implementing precise employment, we can assess the characteristics of students and employers, explore students' relevant abilities, establish effective and precise information matching, and achieve alignment between labor demands and employment needs. Different industries in China have varying labor demands, and precise employment can promote the full development of various industries by meeting their specific labor needs. It can avoid labor shortages in certain industries and facilitate effective employment of students with different majors and characteristics in various fields, thereby promoting a rational employment layout ^[2].

3.2. Leveraging Professional Advantages and Strengthening Industry Competitiveness

Precise employment means achieving accurate alignment between employers and college graduates. By establishing precise connections between companies and students with excellent professional qualities, we can fully leverage the advantages of professional personnel. The upgrading and transformation of industries require talents with relevant qualifications in more specialized fields. By connecting graduates with specific professions, we can better facilitate the efficient operation of corresponding positions, thus promoting the efficient operation of companies and related industries and fostering healthy competition.

3.3. Meeting Employment Needs and Ensuring Social Stability

Employment is vital to people's livelihoods. In recent years, the number of college graduates in China has been increasing annually, surpassing the 10 million mark in the past five years, as shown in Figure 1. Against the backdrop of industrial transformation and upgrading in the new era, the Chinese job market has experienced various challenges, leading to mounting employment pressure. In terms of employment, there are factors and phenomena that affect social stability. In recent years, due to pronounced employment pressure, many graduates tend to blindly sign contracts with companies without careful consideration in order to secure timely employment. However, there are also opportunistic and fraudulent companies taking advantage of this situation. Direct sales companies and

phishing websites target the eagerness of college students for employment and engage in fraudulent activities repeatedly. Meanwhile, when conducting follow-up surveys on employed students, it has been discovered that there is still a significant portion of the employed population dissatisfied with their current jobs and inclined to resign. Precise employment means that college students with different personality traits and professional abilities can find positions that suit their individual capabilities and personal development, thereby meeting their employment demands in terms of "good employment" and "employment satisfaction." By satisfying the employment needs of graduates, we can reduce the number of unemployed individuals and mitigate the occurrence of adverse employment phenomena, ensuring the stability of society.

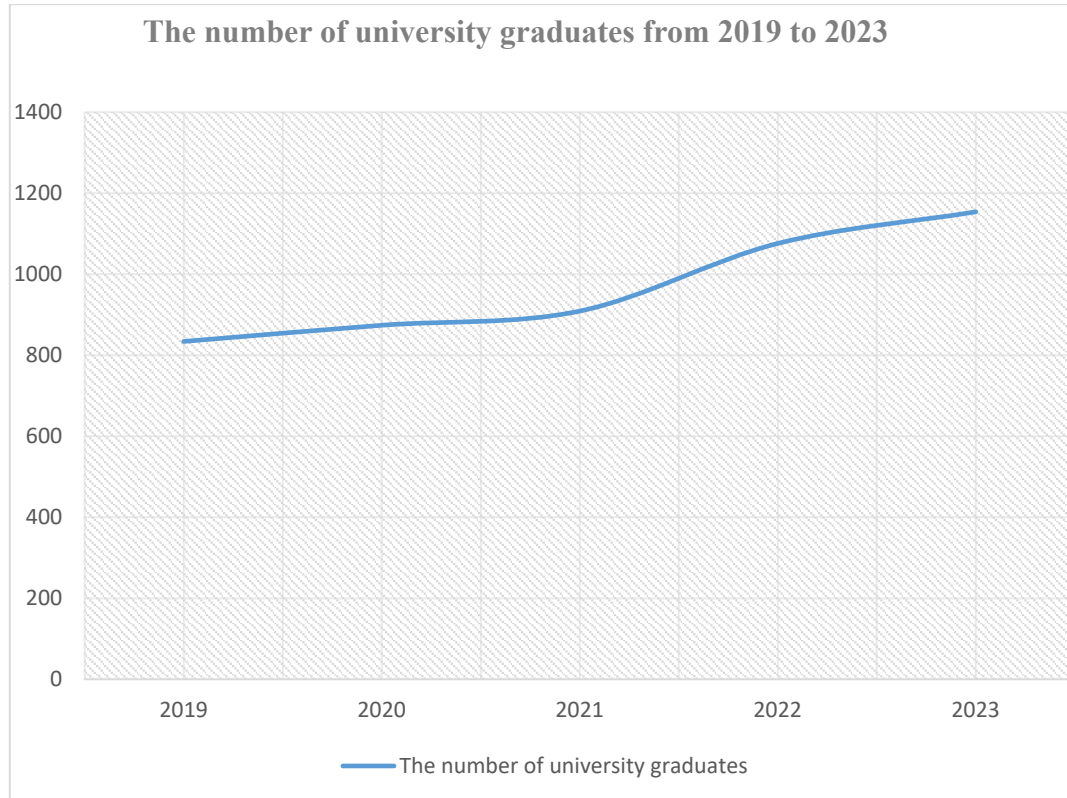


Figure 1: Number of Chinese College Graduates in the Past Five Years

3.4. Reducing Employment Costs and Improving the Quality of Industry Employment

Due to information asymmetry and significant differences in income and benefits between hot and cold job positions, college graduates face substantial costs during the employment process. In surveys conducted on graduates nearing graduation, it was found that some students in the humanities and social sciences fields were preparing to enroll in computer-related training programs to secure employment in related positions after a period of study. Another group of students planned to pursue cross-disciplinary postgraduate studies, primarily to avoid the current employment situation in recent years and cultivate new professional skills. Additionally, some students incur substantial expenses for transportation, accommodation, and materials while searching for jobs across provinces and cities. Consequently, it is evident that college graduates make significant and widespread investments during the employment process. Implementing precise employment enables employers to accurately connect with graduates, and it benefits graduates by meeting their employment needs through services provided by educational institutions. By achieving accurate supply-demand matching, we can reduce the employment costs for graduates, fully leverage their unique strengths to meet industry demands, and ultimately improve the quality of industry employment.

3.5. Enhancing Personal Satisfaction and Social Integration

Precise employment enables college students to find suitable job positions based on their interests and abilities, thereby enhancing their personal satisfaction and subjective well-being. At the same time, precise employment reduces the feelings of instability and disillusionment caused by job mismatch,

thereby strengthening individuals' sense of identification and belonging to society.

4. The Path to Precise Employment for College Students in the New Era

Based on the new era, the work path of college students' accurate employment can be specifically explored in four aspects: utilizing data technology to achieve accurate school-enterprise connection, ensuring comprehensive services for employment and job security, implementing personalized services to leverage students' diverse strengths and providing employment assistance to help students reduce job search costs.

4.1. Utilizing Data Technology to Achieve Accurate School-Enterprise Connection

In the current economic and technological landscape of the new era, universities should actively leverage their technological advantages to facilitate precise employment for their graduates through the use of big data technology, Internet Plus, and other technological advancements. Firstly, it is crucial to provide employment guidance by conducting comprehensive analyses of various factors such as graduates' personality, interests, professional qualities, employability, and family circumstances. This analysis will assist and guide students in career planning during the job search process, enhancing their unique strengths and competitive edge. Secondly, employment information mining should be conducted by utilizing big data analysis techniques to collect and analyze extensive employment information. Simultaneously, effective information matching should be employed to provide students with diverse employment opportunities tailored to their profiles. Lastly, it is essential to facilitate effective communication and connection between students and enterprises by constructing channels for information exchange. This enables both parties to engage in meaningful dialogue, ultimately leading to successful employment outcomes. ^[3]

4.2. Ensuring Comprehensive Services for Employment and Job Security

During the initial preparation phase for employment, universities can offer preparatory services by organizing lectures and activities such as presentations by outstanding graduates, sessions on employment psychology and market analysis, and analysis of graduates' professional interests and unique strengths. These activities provide students with a comprehensive understanding of their own advantages and relevant positions, assisting them in adequately preparing for employment. Throughout the employment process, services should include comprehensive resume improvement, thematic job fairs, and job analysis to enhance students' competitiveness and facilitate high-quality employment. Additionally, post-employment tracking services should focus on protecting students' privacy while actively contacting them to gather employment feedback. This feedback enables universities to provide follow-up career planning assistance, promoting relevant career development for students.

4.3. Implementing Personalized Services to Leverage Students' Diverse Strengths

In the context of the new era, the trend of industry integration is becoming increasingly evident, leading to demand from employers for candidates with interdisciplinary and cross-disciplinary expertise. While implementing precise employment strategies, personalized services can be tailored to students' individual characteristics, tapping into their personality traits and practical abilities. By enhancing students' diversified skills, universities can fulfill the talent needs of relevant companies. ^[4] To implement personalized services effectively, the following steps can be taken: firstly, identify students' interests in different fields and design related thematic activities to attract their participation and motivation. Secondly, involve various stakeholders such as relevant enterprises and employment mentors in these activities, creating interactive scenarios where students can showcase their abilities comprehensively. This facilitates the discovery of students' relevant skills by enterprises and assists in talent selection. Lastly, establish tripartite communication channels between enterprises, students, and universities after the thematic activities. This helps students in selecting suitable companies while assisting enterprises in selecting suitable talent.

4.4. Providing Employment Assistance to Help Students Reduce Job Search Costs

In the current era, driven by the rapid development of data technology, cross-regional recruitment has become increasingly common. Factors such as regional development and industry clustering may

prompt students to seek employment opportunities in other regions, resulting in significant financial burdens. Universities can alleviate the employment costs for financially disadvantaged students by utilizing relevant information such as campus dining facilities. Measures such as inviting companies from other regions to campus, establishing employment communication platforms, and implementing AI-powered online interviews can help reduce the financial burden on financially disadvantaged students and enable them to pursue effective job choices.

5. Conclusion

The employment of college graduates is a focal point of concern for the entire society. Achieving high-quality employment entails precise employment strategies that facilitate accurate alignment between students and enterprises. It is crucial to actively leverage the advantages of data technology and interactive activities to explore students' diverse capabilities and strengths. This aids in providing enterprises with a comprehensive understanding of talent and achieving accurate alignment, ultimately ensuring high-quality employment for college graduates.

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