Research on Employment Analysis and Promotion Paths of Students in Electronic Information Colleges and Universities

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Abstract: *College graduates are the hub connecting families and society. If they can find employment smoothly, it will not only enable the graduates themselves and their families to meet the expected goals, but also increase their sense of happiness, gain and satisfaction. It can also stimulate consumption by ensuring employment, thereby achieving the strategy of expanding domestic demand and better guaranteeing and improving people's livelihood. The new-generation information technology industry is one of the key strategic emerging industries in the country's 14th Five-Year Plan. It is of great significance for promoting high-quality development in the new era, accelerating the construction of a modern industrial system, and developing new productive forces[1].*

Keywords: *Graduates of colleges specializing in electronic information; Employment; Enhancement pathways*

1. Analysis of the Employment Situation of Students in Electronic Information Colleges and Universities

1.1 The employment job is not related to the major studied

"Professional matching" refers to the situation where a person's major matches the nature of the job they are engaged in and is related to the professional knowledge they have learned. In job fairs of various enterprises, professional relevance is an important measurement factor. It not only connects the theoretical knowledge learned with practice and implements the approach of "unity of knowledge and action", but also enables job applicants to adapt to the job more quickly and effectively, and fully exert their professional knowledge and talents[2]. In China, the government encourages college students to choose jobs related to their majors in order to achieve efficient allocation and optimization of human resources and reduce training costs and time. The electronic information-related majors themselves have relatively high professional requirements and technical barriers. However, in the employment process, many students majoring in electronic information-related fields choose job positions with weak professional relevance.

1.2 Notable Expansion of Postponed Career Initiation Populations

The so-called "slow employment" refers to the situation where students, after graduation, do not rush to find employment or pursue further studies immediately, but instead consider studying abroad, staying at home or conducting business investigations. "Delayed employment" students refer to a special group of students who have a strong willingness to work but have not been assigned to a job position immediately due to various reasons [3]. A survey questionnaire released by Zhaopin.com shows that the proportion of fresh graduates with slow employment has increased from 18.9% last year to 19.1% this year. This phenomenon is caused by many reasons:

1.2.1 Overall "difficulty"

Due to the previous impact of the COVID-19 pandemic and the transformation of China's economic structure, the overall employment environment in our country has been affected. Coupled with changes in the demand for talents in China's talent market, including a reduction in job opportunities, an increase in employment thresholds, an intensification of the devaluation of academic qualifications, a decrease in job benefits, and a reduction in salary expectations, the employment work has become difficult to advance, and students' mutual employment expectations have decreased. As a result, many

students are not in a hurry to get employed or even avoid it.

1.2.2 "Weakness" in ability

Electronic information-related majors have relatively high technical thresholds and professional barriers, and have high requirements for both theory and practice. However, many students have only achieved theoretical accomplishments, lacking practical operation skills and having limited hands-on abilities. There exists a problem of disconnection between theoretical and practical abilities. In addition, the curriculum of professional courses in colleges and universities generally has the drawback of being extensive in content but insufficient in depth. Many students only talk about the professional content in a general way and have some exposure to various research directions, but they fail to delve deeply into the professional knowledge and essence. Therefore, such students will encounter greater challenges in employment.

1.2.3 "Floating" mentality

Students have long lived in the ivory tower of the campus, having not yet experienced the ups and downs of society. They lack confidence in entering society and are in a contradictory state of longing for growth and avoiding society psychologically. They are prone to anxiety, tension and unease, which to a certain extent becomes an obstacle to students' employment. Coupled with the overall severe challenges of the social employment situation, many students subconsciously avoid employment. In addition, it also includes the change in employment concepts. Under the influence of the new era's social media and the overall social employment environment, college students have a special fondness for "high-quality employment" and "employment within the system" in their minds. This is also the reason why many students choose slow employment and delayed employment.

1.3 The clarity of employment is insufficient and the optimism is not strong

When college students step into the job market, many of them do not have clear employment goals and career positioning. Even after clarifying their goals, they lack career planning and future prospects, and cannot accurately position their development direction. As a result, many students' employment is blind and random. Moreover, among students seeking employment, there are quite a few who hold a pessimistic attitude, and college students lack confidence in their future development prospects.

Part of the reason for this situation is that many students lack direct employment guidance, although colleges and universities have established employment guidance courses. On the one hand, however, the curriculum structure is monotonous and short-lived, the guidance process is not continuous enough, the content of the employment guidance service system is backward, unable to adapt to the market development needs under the new era and new situation, and a diversified long-term mechanism for employment guidance has not been established. There is an urgent need to establish a long-term, effective and reasonable employment guidance system. On the other hand, employment guidance courses are merely content with the content in textbooks, limited only to the guidance of employment theories. They fail to combine employment theories with students' actual situations. Moreover, when teachers guide students, they only provide macroscopic explanations and do not conduct objective analyses based on students' actual situations. The countermeasures given are overly macroscopic. The personal intentions and actual abilities of students cannot be matched with the employment units, and they are disconnected from market development and the actual skill demands of employers. The employment guidance lacks pertinence.

1.4 Keep a stable mindset and pursue work within the system

Due to the impact of the COVID-19 pandemic, the entrepreneurial environment has been challenged, and the employment and entrepreneurship environment is not good. Coupled with the traditional "iron rice bowl" concept, students' employment choices have also undergone significant changes. Shifting from seeking "high" to seeking "stability", no longer simply pursuing higher salary and benefits, but more considering the stability and long-term nature of the job. Most people prefer jobs within the system. Civil servants, teachers, public institutions, state-owned enterprises, and military civilian positions have become the "hot commodities" that people choose, hoping for a bountiful harvest regardless of the weather.

1.5 The increase in employment instability

With the development of society, electronic information-related majors have given rise to many new industries and positions, broadening people's choices and enabling many students to quickly enter the job market. However, this has also led to graduates starting to change jobs after employment, and even cross-industry job-hopping, or frequent job-hopping, resulting in high job volatility and instability. The occurrence of this phenomenon is mostly due to the blindness of students when seeking employment, their lack of understanding of the positions, the fact that the jobs do not meet their expectations after being hired, and their weak adaptability.

1.6 Low employment quality

As an important focus and new catalyst for high-quality development, new quality productivity is providing new impetus, building new platforms and expanding new space for promoting high-quality development. The development of the digital economy and the real economy driven by new quality productivity has created a large number of positions and Spaces for high-quality employment, among which a large number of positions have a high degree of integration with electronic information-related majors. Take the chip industry as an example. The development and update of chip technology have driven a large number of high-quality talents into fields such as chip construction, chip design, chip processing, chip assembly, and chip application, giving rise to a large number of high-quality job positions. However, many students majoring in electronic information, which are in line with high-quality development, have not entered these emerging high-quality positions.

1.7 The geographical restrictions on employment are obvious

When seeking employment, graduates often face geographical restrictions and are eager to work in their places of origin. However, they tend to avoid the first-tier cities like Beijing, Shanghai, Guangzhou and Shenzhen, as well as the developed areas of Jiangsu, Zhejiang and Shanghai, which offer greater job opportunities and development prospects. They lack the courage to venture out. The school authorities can further expand the space for school-enterprise cooperation, increase the practical scope for students, break free from the limitations of geographical restrictions on students' employment, and provide students with more employment options, a broader employment service platform and greater employment development space.

2. Solutions to the Employment Problems of Graduates Majoring in Electronic Information

2.1 Improve the Employment Guidance System and Mechanism, and Build a High-quality Employment Guidance Service System

Colleges and universities specializing in electronic information should improve their traditional single-track employment guidance services by strengthening the development of career-oriented curricula, refining teaching content and methodologies, and providing students with comprehensive, diversified, multi-tiered, and multi-perspective career guidance. They also need to establish specialized career counseling faculty and dedicated service platforms, conduct regular guidance lectures and symposiums, while continuously enhancing both the employment support system and career planning education framework. The current situation where counselors are merely regarded as the "main service providers" and "responsible persons" for employment guidance should be altered. All resources should be fully mobilized to form a six-party employment guidance cooperation mechanism involving the government, society, schools, departments, counselors and parents, enabling each party to fulfill its own duties. With the "six-in-one" serving as the fundamental driving force and being closely interlinked, a complete employment guidance cooperation chain can be jointly formed and a sound and complete employment quality guarantee system can be established.

Meanwhile, colleges and universities should enhance the construction of the employment guidance teacher team, strengthen the cultivation of counselors and professional teacher teams, and reinforce the sense of responsibility and teaching methods for employment guidance. The college should apply innovative guiding thinking, utilize electronic platforms to explore employment channels, and regularly release recruitment information and employment experience.

2.2 Expand School-Enterprise Cooperation and Docking to Provide More Selective Services for Graduates

University leaders and department heads should enhance cooperation with social enterprises, launch special activities for visiting enterprises and expanding job positions, and promptly grasp the talent demands and development orientations of enterprises through market research. Thus, they can provide targeted professional training for students, formulate talent cultivation plans suitable for the development of enterprises, and precisely and purposefully cultivate information technology talents. And through the establishment of a school-enterprise joint training demonstration base, joint training is implemented. Taking the demonstration base as the carrier, the school and the enterprise give full play to their respective advantages to build a resource sharing mechanism featuring talent cultivation, resource exchange, achievement transformation and win-win cooperation.

Meanwhile, colleges and universities should establish and improve a complete mechanism for school-enterprise cooperation and talent cultivation, encourage "enterprises entering the campus" and "campus entering enterprises", carry out school-enterprise cooperation, strengthen collaborative development with various enterprises, and achieve two-way extension and complementary advantages. The school and enterprises jointly develop cooperative projects and platforms, and reach in-depth cooperation with enterprises in aspects such as campus recruitment and platform construction. They continuously improve the alignment between talent cultivation and enterprise demands, implement industrial cooperation, prioritize education, and achieve mutual benefit and win-win results by complementing each other's strengths. Schools should adhere to the principle of giving priority to employment, continuously improve and expand the employment service platform, give full play to the advantages of the campus and enterprises in talent cultivation, encourage students to intern in enterprises, enhance students' own practical level and employment ability, and make it more convenient for college talents to be delivered to job positions.

2.3 Promote Cultivation through Competitions and Encourage Students to Participate in Professional Competitions

Electronic information-related majors require a high level of technical proficiency and professional quality. Practical hands-on ability is directly related to the quality of employment. Professional teachers and counselors should encourage students to enter laboratories more often, enhance their hands-on practical abilities, and inspire them to actively participate in professional competitions such as Internet Plus, Blue Bridge Cup, Challenge Cup, and Electronic Design Competition. They should also incorporate employment guidance and career directions into professional competitions and internships to help students clarify and set clear employment goals. In addition, they also need to guide students to combine theory with practice in competitions, increase practical abilities, enhance their own skills, and improve the quality of employment.

2.4 Implement the Strategy of "Three All-round Educations" and Carry Out Employment Promotion Actions in All Aspects

2.4.1 Implement All-round Personnel Education

The government, society, school, college, teachers and parents should jointly participate in employment guidance work. The government, through macro-control, excavates employment positions and channels, provides various policy and financial support for graduates, and offers various support policies and policy guidance for college students' entrepreneurship. The society encourages students to actively participate in projects such as the "Western Region Plan", "Supporting Agriculture, Supporting Education, Supporting Medical Care and Poverty Alleviation" and "College Student Village Officials", encourages college students to go to the grassroots level, and at the same time actively publicizes the "Military Conscription Policy" to guide college students to be grateful to society and devote themselves to the military. Schools and colleges should strengthen school-enterprise cooperation and communication with enterprises, play the role of the linkage between school-level and college-level employment and the link function, and at the same time strengthen the education work on students' professional skills and psychological qualities. Teachers at all levels and counselors should strengthen employment guidance and assistance, help students establish a correct employment outlook, break the fixed mindset of employment, establish special files for students with employment difficulties and special students, and achieve one-to-one employment assistance. Parents of students should provide more employment support and spiritual encouragement to students, and conduct reasonable

employment analysis and assistance for students in combination with specific family situations, and be the solid backing and the stabilizing force for students.

2.4.2 Implement All-round Process Education

Employment guidance is not merely for the graduating class, but should be implemented throughout the entire process from the freshman to the senior year. College teachers should provide employment guidance to college students at different stages. For instance, in the first year of college, through career planning courses and the exemplary role of outstanding senior students, they help students understand the development direction of their major and the professional demand of society, assist students in establishing correct career concepts, and have a preliminary plan and goal for their future development. In the second year, teachers by guiding students to actively learn professional knowledge and participate in professional competitions, promoting training through competitions, they can have a correct understanding of their own reality, determine clear employment goals, and students take this as a blueprint to enhance their theoretical level and practical ability, enrich the content of their resumes, and gradually increase the possibility and chances of achieving their goals. In the junior year, College teachers should actively guide students to participate in internship and practical activities, and encourage them to step out of the campus and adapt to society. In the senior year, teachers should actively guide students to engage in employment. The school and college levels should establish and improve a complete mechanism for collecting and releasing job positions, and make full use of the big data platform to enable students to obtain more comprehensive job position information in a timely manner, more convenient employment channels, and a higher-quality employment service platform, helping students achieve high-quality employment and complete the "last mile" of the talent cultivation chain.

2.4.3 Implement All-round Education

Colleges and universities should give full play to the function of the main battlefield of classroom education, and convey correct views on employment and career choice through educational carriers such as ideological and political education courses and employment guidance courses. Schools should implement the all-round development of students in terms of morality, intelligence, physical fitness, aesthetics and labor in their employment, give full play to the exemplary role of good teachers with four qualities, actively cultivate new people with four qualities, help students establish a correct view of employment and career choice, pay attention to students' practical level and social skills, improve their written test and interview proficiency, and facilitate their better integration into society[4].

2.5 Accelerate the Construction of a Professional Employment Information Database and Improve the Job Collection and Release Mechanism

By leveraging the long-term established alumni relationships, universities set up professional alumni branches. In combination with the "order-based" cooperation and joint training bases established between the school and enterprises, they explore job opportunities and channels, gradually forming a stable and complete employment information database for electronic information-related majors, and regularly release job information. Meanwhile, the college should also establish professional QQ groups to communicate experiences in a timely manner, analyze employment issues and share employment channels. Teachers and students collaborate to connect with external public accounts and new media employment platforms. By fully leveraging alumni networks and actively seeking high-quality resources, they share information and update data in real time. This enables students to screen employment opportunities more accurately, conveniently, and efficiently, helping graduates overcome geographical limitations in internships and bridge information gaps in the job market. Consequently, this approach allows for more effective utilization of diverse resources in career exploration and employment.

While universities are conducting social employment collection and bringing in high-quality job positions, they should also strengthen the integration with students' "going out", transforming employment from "one-way indoctrination" to "two-way interaction", and improving the mechanism for job position collection and release. In addition, it is necessary to establish a public account and official website for the college, regularly collect information on the college's talents, including comprehensive quality, practical ability, professional awards, etc., and promptly release it to the outside society to attract enterprises to come to the school voluntarily, hold job fairs, recruit professional talents, and conduct long-term cooperation and effective communication, so as to help the graduating college students find employment in a timely manner.

3. Conclusion

The employment field of graduates majoring in electronic information in colleges and universities is wide, and the professional barriers are high. It is closely related to the country's "14th Five-Year Plan", and is of great significance for ensuring high-quality development under the new situation in the new era, creating new and high-quality productive forces, and promoting the optimization and upgrading of the industrial chain and supply chain. Therefore, all colleges and universities should attach great importance to the development of the major of electronic information, improve work methods, perfect employment guidance, broaden employment channels, improve the quality of employment, cultivate more high-quality talents for society, let the fruits of talents nourish the land of the motherland, and cultivate builders and successors of socialist undertakings for society.

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