

Research Progress on the Influence of Employment Policy on College Students' Employment in Chinese Universities

Jiayi Li

School of Public Management, Tianjin University of Commerce, Tianjin, 30000, China

Keywords: Content Analysis, Employment, College Students, University Employment Policies.

Abstract: In recent years, with the increase in the popularity of higher education, the number of ordinary undergraduate graduates has increased significantly. However, with this phenomenon, the social problems faced by college students in employment have become increasingly prominent and cannot be ignored. Therefore, the government has clearly pointed out the importance of employment for college graduates in the new era through a series of policy documents. Based on this, this study chooses to study the influence of university employment policy on college students' employment. This study uses the content analysis method to compare the existing literature on the employment situation of college students from different perspectives. Existing studies have explored the impact on college students' employment from the perspective of college students, the public and university construction. However, there are still some deficiencies in the research of college students' employment, which still need in-depth and powerful analysis.

1 INTRODUCTION

In recent years, with the development of economy and the increase in the popularity of higher education, the number of ordinary undergraduate graduates has increased significantly. College students, as important social participants, play an indispensable role in social development. However, the consequent social problems and the influence of various factors on the employment of college students cannot be ignored. For example, with the current economic development trend, the rise of various emerging industries such as big data and artificial intelligence, and emerging software, various enterprises are facing a series of social problems such as the transformation from tradition to modern times. In addition, the changes in the current population structure, such as the increasing aging degree, not only have an impact on the elderly, but also have a certain degree of impact on social and economic development, labor force issues, and employment issues. With the emergence of new industries and the intensification of aging, college students' choice of employment also has an impact. By analyzing the existing literature, this paper studies the problems of "full-time children" and the difficulties of college students' social adaptation in employment. Taking the "full-time children" literature as an example, Song Jiarong et al.

interviewed 20 interviewees with different educational backgrounds and employment experiences or as students, and found that different interviewees proposed that under the current social situation, they tried various kinds of passions such as taking the civil servant exam and taking the postgraduate exam, but eventually resulted in negative emotional states (Song, Wu, Tong, 2024). It also reflects from the side that college students are faced with the phenomenon of having to choose "upsurge" in the process of employment, which also leads to "slow employment" and other problems. Based on such reasons, this paper chooses to analyze the influence of promoting the employment policy of college students on the employment of college students from different angles. Before college students enter the society, most of the knowledge, learning ability and interpersonal relationship they gain come from colleges and universities. Therefore, the influence of universities on the employment of college students is very important. At this stage, some colleges and universities have begun to explore a series of issues such as how to help college students improve their core competitiveness, what exactly affects college students' learning motivation, and how to improve college students' learning motivation. Based on this, this paper chooses to focus on the impact of university employment policy on college students' employment. This paper uses the content

analysis method to classify and compare the existing literature domestic and overseas, with the purpose of exploring the impact of university employment policies on college students' employment in China.

2 ANALYSIS OF POLICY CONTENT

In the policy report "Notice on Optimizing and Adjusting Policies and Measures to stabilize Employment to Promote Development and benefit People's Livelihood", a series of measures were proposed to adjust and stabilize employment. Policy documents promote employment from different perspectives. In terms of enterprises, a series of subsidies and loans at the financial level are provided to enterprises that provide graduates with matching employment to support enterprises to increase the number of recruits or increase the number of internship positions. Take supporting enterprises to increase the number of recruits or trainee positions as an example, this way provides college students with a good chance to find jobs, while promoting enterprises to attract high-quality talents. At the financial level, support graduates to start their own businesses. From the level of skills training, support vocational colleges to enhance skills training and provide financial support. From the aspect of the unemployed group, the requirement of the layoff rate of enterprises is generated. From the ideological construction of college students, they will be encouraged to grass-roots employment, and provide funds and job support for students who participate in specific special programs. Taken encouraging employment at the grassroots level as an example. After receiving good higher education, college students devote themselves to grassroots construction, which on the one hand solves the problem of their own without employment issue, and at the same time plays a good role in promoting the construction of various aspects at the grassroots level. For those who have difficulty finding a job, subsidies will be provided to graduates who have difficulty in finding a job, and public welfare positions will be provided to those who have difficulty finding a job, so as to ensure that no less than one person in a zero-employment family will be employed. From the level of social assistance, to ensure the basic life of the poor people; From the perspective of policy implementation, it is necessary to strengthen the publicity of policies and ensure the authenticity of subsidies in the process of policy landing, and local

policies should be adjust measures to local conditions.

3 THE CASE STUDY ON PROMOTING EMPLOYMENT OF UNIVERSITY STUDENTS

Universities have taken a number of measures to promote the employment of their students. Taking Tianjin University of Commerce as an example, Tianjin University of Commerce has taken a number of measures to promote the employment of college students, including university leaders at all levels to visit enterprises to expand employment opportunities for students on campus, to hold high-quality double selection meetings, to create immersive employment classes, such as career experience week to carry out career and employment guidance and consultation rooms. During the Career Experience Week, Tianjin University of Commerce carried out a series of interesting activities, including allowing students to first explore themselves and the outside world, gain an understanding of social development and changes, teach students to learn methods of industry analysis from various analysis models, and look at employment from the perspective of industry, in the process of the activity, students are guided to learn how to grasp the plan of social development under the background of the current new situation, and at the same time make their own career planning to promote employment. Students are encouraged to manage their own career development status, so that students can understand what aspects of knowledge they lack and what core competitiveness they have better than others in the process of participating in the activity. Tianjin University of Commerce has adopted various measures to promote the employment of its students.

4 EMPLOYMENT POLICY ANALYSIS

Some researchers analyzed the relationship between the current central and local policies, and Xiong Guojin analyzed the text of policies to promote the employment of college students in his paper. Xiong Guojin found that other subjects did not play a reasonable and effective role in the process of promoting employment, such as universities and students themselves played a low role (Xiong, 2023). At the same time, in the research process,

Xiong Guojin pointed out that the central policies have a certain degree of similarity, which will lead to the low efficiency and insufficient role of employment policies in the process of promoting college students' employment (Xiong, 2023). Finally, Xiong Guojin also pointed out that the existing policies to promote the employment of college students lack of attention to the expectations of college students themselves (Xiong, 2023). In addition, the university employment policy perspective has also been analyzed by researchers. In this paper, Li Wenwen analyzed the factors affecting the formulation of employment policies for college graduates, such as the change of policy direction from "stable employment" to "good employment" to the current "good employment" with the development and progress of the times (Li, 2020). At the same time, in the research of Ge Leilei, Fang Shiyu, and Yang Fan (2018), through the analysis of the employment policy texts of college graduates, they also pointed out the insufficient perfection of the policy tool system and the policy problems of each link of human resource management and the matching problems between them (Ge, Fang, Yang, 2018). Finally, in the paper, Ge Leilei, Fang Shiyu, and Yang Fan also mentioned that in the future, attention should be paid to the connection between big data and the employment of college graduates (Ge, Fang, Yang, 2018).

5 ANALYSIS OF DIFFERENT EMPLOYMENT ISSUES IN DIFFERENT COUNTRIES (INCLUDING CHINA AND OTHER COUNTRIES EXCEPT CHINA)

5.1 Analysis of Unstable Employment from Multi-Dimensional Structure

First, there is an analysis of the literature on what should be known about precarious employment and health in 2025. Clearly put forward in the article about the new employment form causes include flexible Labour markets, caused by the degradation of social security market (Benach, Vives, Tarafa, Delclos & Muntaner, 2016). A few years ago, the study still considered the instability of employment to be in its infancy, but today the research challenge should be based on the theoretical and policy debate about unstable employment. In the literature,

researchers also explicitly mentioned that it should be noted that in order to meet the purpose of better evaluation of policy, Ought to develop better tools (Benach et al., 2016). At the same time, in the research process of this literature, unstable employment is understood as a multi-dimensional structure, which cannot be considered as a single perspective. Shall be from the perspective of workers and employers, the workplace, social protection structure of multidimensional analysis of unstable employment (Benach et al., 2016). Researchers also explicitly mentioned, from the broad perspective, the multidimensional structure should be on different labor markets and social dynamic adaptation (Benach et al., 2016). At the same time, the study notes, for the sake of the employment conditions to improve and unstable phenomenon is reduced, in formulating public policy, which require the participation of many subjects, such as policies to workers and community organization participation (Benach et al., 2016).

5.2 The Association of Unstable Employment vs. Social Health and Social Problems

In addition, the issue of unstable employment is still discussed by researchers. Some researchers have proposed the reasons for unstable employment and social health time. In the literature, Research points for temporary employment, perceived job insecurity analysis (Benach, Vives, Amable, Vanroelen, Tarafa, Muntaner, 2014). Employment instability is articulated at the same time, research the decisive factors affecting parts of social problems, including the impact on workers, families, communities (Benach et al., 2014). The study also points out that the study on the effect of production on unstable employment is caused by several different reasons, such as the nature of employment, the impact of employment conditions on the health of society, the use of new data and information system for relationship between unstable employment and the health (Benach et al., 2014). In the study pointed to the unstable employment shall be regarded as a multi-dimensional concept analysis of observation, and the unstable employment relationship of time and the change of the standard employment relationship has made the analysis (Benach et al., 2014). It also mentioned in the study of 2008 great recession not just for the economy, the impact of a single problem also has consequences on the many aspects, including the employment conditions, the quality of life, health and the influence of the Angle (Benach et al., 2014). Many aspects from the perspective of direct effect of

the first is the cause and direct increase in the number of layoffs, the resulting all kinds of social problems, at the same time in the literature is seen as a multidimensional structure also includes job insecurity (Benach et al., 2014).

5.3 The Correlation Between Environmental Innovation and Employment

In other studies, there are still studies on the relationship between environmental innovation and employment. This paper intends to analyze the relationship between ecological innovation and employment. As mentioned in the study, from the perspective of job creation, old enterprises create fewer jobs than new enterprises (Triguero, Cuerva, Alvarez-Aledo, 2017). In terms of their contribution to employment growth, young firms also generate greater benefits than subsidiaries belonging to the parent company (Triguero et al., 2017). In addition, employment is not only a separate social issue related to China, but also a series of concerns should be aroused on a global scale. For example, some researchers have analyzed the issue of employment policy from the perspective of Australia, in their research, Li Fulin and Kang le discussed the policy measures that should be taken to promote the employment of college graduates and the inspiration for China from the perspective of Australia. Meanwhile, it was also mentioned in the literature that the disadvantaged groups should be paid attention to, the implementation of special education programs and the support of economic assistance (Li, Kang, 2024).

6 A REVIEW OF THE LITERATURE ON INFLUENCING FACTORS OF COLLEGE STUDENTS' EMPLOYMENT

6.1 Influencing Factors of Employment of Poor Students

Different researchers have analyzed the issue of poor students, the dilemma of college students' social adaptation to employment, and the choice of "full-time children". Zhao Ming and Chen Xiaoman (2023) mentioned that they pay attention to the ideological cognition of poor students, and found that the causes

of poverty include not only economic poverty, but also the mentality of "being satisfied with poverty" at the ideological level, and the influence of elders on them (Zhao, Chen, 2023). In the process of employment, they show a conservative and conservative tendency in employment (Zhao, Chen, 2023). Based on this phenomenon, Zhao Ming and Chen Xiaoman (2023) also mentioned that timely intervention should be made at the level of education to change their thinking and cognition. And establish a "career development bank". In addition, Zhao Ming and Chen Xiaoman also mentioned that the state intervention should help poor students. At the same time, Zhao Ming and Chen Xiaoman also proposed that our country should pay attention to the punishment system and employment compulsory, avoid excessive dependence on external help, and achieve effective assistance (Zhao & Chen, 2023).

6.2 The Problem of College Students' Social Adaptation

At this stage, there are also studies on the dilemma of college students' social adaptation. Yang Ke and Wang Yuxiang (2024) pointed out in their research that based on the theory of social space, they analyzed the dilemma of college students' social adaptation through the framework of "space-act-order". Taking Kong Yiji's literature as the entry point, Yang Ke and Wang Yuxiang (2024) clearly pointed out in the paper that, the high level of college students' inability to come down stems from their decent mental space, as well as the inherent ideological cognition of society and family that "if you go to college, you will have a good job", which adds intangible pressure to the career selection process of college students. In the two literatures on the poor students and college students' social adaptation, it can be seen that they both put forward a common view that no matter poor students or non-poor students, they should pay attention to changing their cognition at the ideological level. However, the ideological and cognitive change of poor students should focus more on the change of their ideas formed in the process of growth, while the ideological and cognitive change of non-poor students should focus on their own ideological and cognitive cognition of what is decent work.

6.3 The Influence of Professional Interest on Employability of College Graduates

In the research of Feng Qinxue and Yue Changjun, the relationship between college students'

professional interest and graduates' employability is analyzed. In the process of research, Feng Qinxue and Yue Changjun found that from the perspective of college students, if the majors and interests of graduates are more matched, it has a good effect on promoting employability (Feng & Yue, 2023).

7 SUGGESTIONS ON EMPLOYMENT POLICY OF UNIVERSITY STUDENTS

7.1 Government and Society Aspect

The government can introduce more preferential policies to encourage college graduates to find jobs, such as tax breaks and start-up support funds, and strengthen supervision over the job market to protect the legitimate rights and interests of graduates. The government and social organizations should build more efficient employment information platforms and provide accurate employment services, such as holding job fairs, providing career counseling and planning services, to help graduates better understand the job market and job demands.

7.2 University Aspect

In the process of construction, colleges and universities should focus on improving the quality of teaching, and improve the employment competitiveness of fresh graduates by optimizing the curriculum and strengthening practical teaching. From the school level, they should enhance the competitiveness of fresh graduates. At the same time, colleges and universities can adjust and optimize the curriculum of colleges and universities according to the market demand and industry development trend, increase practical and applied courses, and improve students' professional quality and practical ability. Universities are encouraged to carry out innovation and entrepreneurship education, cultivate students' awareness of innovation and entrepreneurial ability, provide them with guidance and financial support for entrepreneurship, and promote graduates to start their own businesses. In addition, colleges and universities should further strengthen support for grass-roots employment projects, such as appropriately increasing the number of participation in the western plan, three rural activities, so as to encourage more students to invest in grass-roots work, for students actively participating in grass-roots employment projects, colleges and universities should provide

necessary support, such as universal support for teaching and research and other preferential policies, to alleviate their worries.

7.3 College Students' Personal Aspect

College students should change their employment concept and realize that ordinary labor positions such as selling vegetables and cleaning workers also have social value, and are not inferior. At the same time, they should pay attention to the ideological level of learning, improve self-cognition and values. At the same time, they should pay attention to the ideological level of learning, improve self-cognition and values.

8 CONCLUSIONS

Through the review of the existing literature, it can be concluded that China's existing employment promotion policy has a certain effect on promoting the employment of college students. Existing studies have analyzed the impact on college students' employment from the perspective of college students' self-cognition, the public sector, social levels and other groups, the existing studies also subdivide and explore the impact on college students' employment from the level of personal thought and cognition and the level of college education construction. This paper aims to analyze the impact of existing employment policies on college students' employment, with a particular focus on factors such as the congruency between central and local policies and shifts in policy orientation during policy formulation. Additionally, it examines contemporary practices within colleges and universities, including instances of double selection meetings and career experience weeks organized to facilitate student employment, as well as the influence of students' personal factors on their employment outcomes. For example, the study of poor students, the problems of social adaptation of college students and professional interests and other influencing factors are reviewed. However, there is still no effective analysis of the problem of college students' desire to realize "self-value" and "realistic employment pressure". At the same time, whether the existing policies to support the employment of college students play a practical role in helping college students still needs to be explored. Future research can focus on the investigation of college students themselves to explore what help they really need, so that the

employment situation of college students is no longer passive.

REFERENCES

- Benach, J., Vives, A., Amable, M., Vanroelen, C., Tarafa, G., & Muntaner, C. (2014). Precarious employment: understanding an emerging social determinant of health. *Annual Review of Public Health* 35(1): 229-253.
- Benach, J., Vives, A., Tarafa, G., Delclos, C., & Muntaner, C. 2016. What should we know about precarious employment and health in 2025? Framing the agenda for the next decade of research. *International journal of epidemiology* 45(1): 232-238.
- Feng, Q.X., Yue, C.J. 2023. Interest is the best teacher: A study on the impact of college graduates' interest-major congruence on their employability. *Higher Education Research* (05): 81-89.
- Ge, L.L., Fang, S.Y., & Yang, F. 2018. Textual and quantitative analysis on the employment policy of college graduates from the perspective of policy tools. *Journal of the National Academy of Governance* (06): 165-193.
- Li, F.L., & Kang, L. 2024. Policy design and promotion strategies for promoting employment of university graduates in Australia. *Modern University Education* (05): 81-91.
- Li, W.W. 2020. The historical logic and trend of the change of employment policy for college graduates in China: based on the perspective of punctuated-equilibrium theory. *Chinese Higher Education Research* (12):75-81.
- Policy Document: Circular of The General Office of the State Council on Optimizing and Adjusting Policies and Measures to stabilize Employment to Promote Development and benefit people's Lives, 2023.04.26, 2024.12.11, https://www.gov.cn/zhengce/zhengceku/2023-04/26/content_5753299.htm
- Triguero, Á., Cuerva, M. C., & Álvarez-Aledo, C. 2017. Environmental innovation and employment: Drivers and synergies. *Sustainability* 9(11): 2057.
- Xiong, G.J. 2023. Quantitative research on the text of China's policy to promote college students' employment under major emergencies. *Chinese University Science and Technology* (07): 88-94.
- Yang, K., & Wang, Y.X. 2024. Unable to walk the "high platform": Social space theory analysis of college students' employment social adaptation dilemma. *Chinese Youth Studies* (01):14-20.
- Zhao, M., & Chen, X.M. 2023. Activating their intrinsic momentum: Ways to help underprivileged colleges students out of employment predicament. *Jiangsu Higher Education* (08): 104-108.