

Analysis on the Employment of College Graduates under the New Economic Normal

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Abstract. Under the new economic normal, China's economic structure and employment structure have undergone profound changes. With the increasing number of college graduates, college students are facing severe employment pressure. Under the new employment situation, young college students are confronted with new challenges and opportunities. Young college students should recognize the situation, change their concepts, constantly improve their comprehensive quality, do a good job of pre-training, and grasp the further trend of employment.

Keywords: new economic normal; employment; college graduates.

1. Introduction

Since the 18th National Congress of the Communist Party of China, China's economic development has progressed steadily, major social contradictions have undergone major changes, economic development has also undergone changes, and promoting high-quality economic development is an inevitable requirement for adapting to major changes in China's society. The transformation of the economic structure has led to changes in the employment structure. Since the expansion of enrollment in colleges and universities, the employment pressure of college graduates has increased day by day, and has been highly valued by the state and society. The report of the 19th National Congress of the Communist Party of China stated that "employment is the biggest livelihood issue." When we develop the economy, the most basic thing is to protect employment. Employment is a "barometer" of economic development. It is the "reassuring" of social development. We must do a good job in all people's livelihood work, and focus on solving the employment problems of college graduates under the new economic normal. At the Central Economic Work Conference in 2019, the problem of employment of college graduates was also placed in a prominent position, and college graduates became the focus of the state and society. The society is required to provide a full range of public employment services and promote the employment and entrepreneurship of young graduates such as college graduates. [1]

2. Challenges Faced by College Graduates Under the New Economic Normal

The 19th National Congress of the Communist Party of China made an important conclusion on economic development. China's economy has shifted from a high-speed growth stage to a high-quality development stage. Affected by the international financial crisis and the downward trend of internal potential growth rate, China's economic growth rate has gradually slowed down. In a country with a large economy and population size, it is not easy to promote high-quality development. We must vigorously build a modern economic system and accelerate Transforming growth momentum, driving up domestic demand, improving market vitality and human capital quality. This will face unprecedented challenges for college graduates.

Under the new economic normal, the pace of economic development has slowed down. In 2019, the Central Economic Work Conference called for accelerating the reform of the economic system, promoting the high-quality development of the manufacturing industry, steadily advancing the survival of the fittest, and speeding up the disposal of "zombie enterprises". Most of the "zombie enterprises" are large in scale and have more employees, which will inevitably lead to unemployment.

The increase in personnel and the reduction in employment market demand have brought employment pressure to college graduates.

College graduates enter the peak of employment. According to incomplete statistics, the number of graduates in China in 2017 is 7.95 million. In 2018, the number of college graduates in China has increased by more than 250,000. In the past seven years, the number of college graduates in China has increased by 2%-5% annually. By 2018, the number of graduates has reached 50.75 million. Employment pressure will be difficult to release in a long period of time, and China has entered the peak period of college students' employment. [2]

The continuous optimization of the economic structure has intensified the structural contradictions of college students' employment. Under the new economic normal, China's economic structure will continue to be upgraded and optimized, and the tertiary industry will become an important supporting part of economic development. Due to traditional concepts and family factors, most graduates are more likely to have employed units or professional counterparts. Employment in the tertiary industry is rarely paid. With the development of the tertiary industry, employment will also increase. However, many college graduates prefer to be unemployed and are not willing to enter the service industry, causing serious graduates to go. The shortage of posts and the shortage of employment in enterprises. The formation of labor and market demand dislocations has intensified the structural contradictions of employment. [3]

3. The Economics New Normal Situation Faced by College Graduates

At present, as China's economy moves towards a high-quality development stage, it is a general trend to promote the transformation of old and new kinetic energy and build a modern economic system. Under the call of "mass entrepreneurship and innovation", innovation will be the first driving force for economic development. Under the driving force of innovation, college graduates also ushered in the golden period of innovation and entrepreneurship.

Optimization of economic structure has improved employment space. With the changes of the modern economic system and the rise of the manufacturing industry, the employment market has undergone new changes in terms of talent structure, comprehensive quality, and professional knowledge. As a new era of college students, they have strong learning ability and stand in information technology. At the forefront, e-commerce, Internet and other industries are in short supply, and the service industry will become the main channel for attracting employment, and the employment space is huge.

Strong power guarantee - innovation and development. Thirty years ago, science and technology were the primary productive forces, and 30 years later, innovation was the first driving force. Innovation is the only way out for the development of China's real economy, the necessary factor to promote the transformation of old and new kinetic energy, and the driving force for the economy to achieve high-quality development. The state should vigorously cultivate innovative education, further promote the innovation and entrepreneurship leading plan for college students, and continuously improve the entrepreneurial space for college students. Ease the employment pressure.

Solid institutional guarantees. Social development has driven the rapid development of the economy, and the employment policy has also become more perfect. Under the new economic normal, the state has introduced some laws and regulations, stipulating that public institutions must meet the requirements when they are open to the public, and there must be no discrimination in the recruitment process. Sexual provisions, the implementation of equal pay for equal work and other policies, so that the job market is more fair, fair and open.

4. Measures to Promote the Successful Employment of College Graduates

With the transformation of the economic structure, China's employment structure has also changed, and young college students are facing serious problems of employment tension [4]. Under the new economic normal situation, college students also face huge impacts and challenges. They choose to

take the initiative or passive acceptance, and actively transform the crisis into an opportunity. This is a problem that every college student must seriously consider.

Recognize the current situation. Under the new economic normal, new technologies, new formats, and new products are constantly emerging, and talented countries are the first resources to promote high-quality development. The economic system promotes changes in the job market, and the job market drives constant changes in the demand for talent. Young college students should review the situation and explore new employment opportunities and expand employment space. Rationally analyze the professional advantages of the school, constantly improve its ability, keep pace with economic development, and internalize the understanding of the new normal into its daily professional learning, ability training and personality shaping.

Change the concept of employment. Young college students should be separated from the solid employment model, break the old concept, and be freed from the "iron rice bowl" examination mode. Young college students are influenced by traditional factors. They feel that civil servants and enterprises and institutions that have been compiled are the work of people. Other service industries are easily subject to the same eyes of others, including grassroots employment, western planning, and three support. The helplessness after the elimination. At the same time, there is also a contradiction to cross-professional employment. I feel that I have been studying hard for more than a dozen years, but the majors I have learned are not useful. Young college students should change their employment thinking and employment model, seize every employment opportunity, and continuously accumulate experience to improve their adaptation to the future job market.

Improve employability. Opportunities are always reserved for those who are prepared. As a new era of college students, we must not only have a solid theoretical knowledge, but also strengthen practical exercises, use theoretical knowledge to guide practice, find problems in practice, and solve problems. At the same time, young college students should strengthen their comprehensive quality and ability training. In the middle school stage, many students are blind to the window, and they only read the book of sages, only for the ideal university, and rarely involved in the ability, such as interpersonal communication and organizational ability. Little training in terms of management ability and ability to express. When entering the university, there are relatively many free time arrangements. Students should be encouraged to overcome their own shortcomings, expand their own advantages, and constantly improve their comprehensive quality to adapt to market demand.

Strengthen employment guidance. Under the new normal of the economy, colleges and universities should change the concept of talent cultivation and cultivate high-quality talents suitable for market demand. First, strengthen the employment guidance and career planning for young college students. Young college students enter colleges and universities, and they don't know the professional training and market needs of colleges. Colleges and universities should let them know the talent training programs of the majors after they enter the school. And the employment goals and direction of college students themselves. Second, in the professional curriculum setting, colleges and universities should understand the market demand under the new economic normal, adjust the curriculum in time to meet the needs of social development, and enhance the employability of college students.

Promote employment through entrepreneurship. Colleges and universities should strengthen innovation, entrepreneurship education, training and guidance. Set up an innovation and entrepreneurship education and training team, regularly organize teachers to participate in innovation and entrepreneurship training, and send teachers to the company to study. Based on the principle of "bringing in, going out", Invite veterans with entrepreneurial experience to exchange ideas in colleges and universities. Provide timely guidance to students who are ready to start a business, and reward students with outstanding achievements in innovation and entrepreneurship to support students to practice. Encourage college students to lead innovation through innovation and to promote employment through entrepreneurship.

5. Summary

"Youth is prosperous and the country is prosperous." Young people are the main force of social development and the middle face of national economic construction. "Young people are strong and the country is strong." Now, in the end, world competition is the competition of science and technology, and young people are mastering the world's most advanced scientific theories and science and technology. As a young college student, under the new economic normal, first of all, we should have a clear understanding of ourselves and how to stand in the tough employment situation. In fact, it is the grasp of the broad environment, people cannot fundamentally change the environment, but cannot blindly adapt to the environment, but analyze the situation to seek guidance and practice strategy.

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