

Analysis on the Influence of Economic Shock on the Employment of Higher School Students Under the Epidemic situation

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ABSTRACT

With the popularization of quality education in our country, the number of graduates from colleges and universities has increased year by year. The employment task of colleges and universities has always been a great plan of the country, and it is an important event related to the people's livelihood of the whole country. This year, the employment of college graduates has attracted the attention of the whole society. In 2021, due to the powerful impact of COVID-19 on the economy, graduates face more and more heavy employment tasks. With the recurrence of COVID-19 epidemic situation, the original study and job search plan arrangement of college graduates has been disrupted, and the employment difficulty of college graduates has been aggravated. Based on the economic impact under the epidemic situation, this paper studies the employment situation of college graduates, analyzes the employment industry of college students in COVID-19 epidemic situation, and puts forward some measures to deal with and solve the employment predicament according to the contents of the analysis.

Keywords: COVID-19 epidemic situation, Economics, Employment of higher school students

1. INTRODUCTION

In the report of the 19th National Congress of the Communist Party of China (CPC), it was pointed out that "employment is the greatest livelihood of the people, and emphasis should be placed on adhering to the employment priority strategy and active employment policy, so as to achieve higher quality and fuller employment [1]. "with the outbreak of the epidemic situation in COVID-19, General Secretary Xi Jinping stressed at the meeting to coordinate the prevention and control of COVID-19 epidemic situation and the deployment of economic and social development that it is necessary to strengthen the" six stability "measures." stabilizing employment, stabilizing finance, stabilizing foreign trade, stabilizing foreign investment, stabilizing investment, and stabilizing expectations "are the key points of the economic work of the Chinese government in the past three years. It is necessary to fully release the great potential and strong momentum of China's development and strive to achieve the goal of economic and social development this year. Among them, "stable employment" is in the first place of "six stability," which is the top priority of

economic development [2]. The scale of graduates has reached the highest in history, affected by the epidemic situation, the increase in the number of college graduates compared with previous years has brought about new changes in employment.

2. THE ECONOMIC SITUATION OF THE INDUSTRY UNDER THE EPIDEMIC SITUATION

According to data from the National Bureau of Statistics, profits of industrial enterprises above size rose 2.4% in January-November from a year earlier, maintaining double-digit growth for six months in a row. The main objectives and tasks of the 13th five-year Plan have been completed. The gross domestic product (GDP) exceeded 100 trillion yuan, the per capital GDP exceeded US \$10, 000, the economic structure continued to optimize, the major project projects were basically completed, and China's economic strength, scientific and technological strength, and comprehensive national strength jumped to a new level. The total retail sales of social consumer goods are still negative growth from the whole year, but they have become positive in the third and fourth quarters,

especially in the fourth quarter, the total retail sales of social consumer goods reached 4.6%. From January to November 2020, the operating income of strategic emerging service enterprises above scale increased 8.6% from the same period last year, 7 percentage points faster than the service industry above scale. The proportion of online retail sales of physical goods reached 24.9%, up from the previous year. The output of industrial robots, new energy vehicles and integrated circuits all increased by 19.1%, 17.3% and 16.2%, respectively. The number of small and medium-sized scientific and technological enterprises and high-tech enterprises has exceeded 200000.

3. THE EMPLOYMENT DILEMMA FACED BY COLLEGE GRADUATES UNDER THE EPIDEMIC SITUATION

The development of epidemic prevention and control work has disrupted the job search rhythm of many graduates in 2021, and has had a negative impact on the situation of graduates. The superposition of unfavorable factors, such as the obstruction of job search channels, asymmetric information, the delay of various examinations and so on, affects the employment choice of graduates and employment units, and increases the difficulty of college students' employment.

3.1. The relationship between the Economic situation and the Employment of higher School students

The number of job seekers will reach a new high in 2021. On December 1, the Ministry of education and the Ministry of human resources and social security held the 2021 national network video conference on the employment and Entrepreneurship of college graduates in Beijing to deploy the employment of college graduates in 2021. According to the meeting, the total number of college graduates in 2021 is expected to be 9.09 million, an increase of 350000 over the same period last year, reaching a new record. In addition, the graduates of the year 2020 who failed in the postgraduate entrance examination, the unemployed affected by the epidemic, the students who could not study abroad due to the epidemic and the people who resigned and re employed also joined the army of job seekers in 2021, with the total number of job seekers reaching more than 10 million. The global economic downturn affected by the epidemic has caused a survival crisis for small and medium-sized enterprises. To a certain extent, it will reduce the number of jobs. However, the huge scale of graduates intensifies the employment competition and brings unprecedented employment pressure to college graduates.

3.2. Difficulties in the employment channels of college students

According to the survey of graduates from colleges and universities in 2019, the main channel for signing employment contract is campus recruitment promotion meeting, accounting for 35.70% of the total way, which is the main way for college graduates to apply for jobs. However, affected by the overall economic environment under the epidemic situation, whether colleges and universities will adopt the online teaching method for curriculum arrangement, delaying the start of school will mean that the spring recruitment work originally planned by colleges and universities will be postponed or cancelled correspondingly, so the main job seeking ways of college graduates are hindered. There are differences in the amount of information and information ability of college graduates in job hunting. The blockade of the main job hunting channels will lead to more serious information asymmetry of graduates in the process of job hunting [3].

3.3. Reduced employment opportunities

The reduction of employment opportunities is affected by the supply and demand of the labor market [4]. From the perspective of labor market demand, the total number of 2021 college graduates is expected to be 9.09 million, an increase of 350000 over the same period of last year. The employment situation is grim and complex. In terms of market demand, in the first quarter of 2020, the recruitment demand of college students decreased by 22% compared with the same period last year. Affected by the epidemic economy, many small and medium-sized enterprises, in order to alleviate the pressure of production, operation and economy, will maintain the survival of enterprises by cutting employees. The demand for enterprise job recruitment shows a cliff like decline or even freezing, and graduates compete for limited jobs, increasing the difficulty of employment. The increase of the number of job applicants leads to the increase of labor supply in the labor market, which will dilute the limited employment opportunities and indirectly reduce the number of jobs.

4. THE PROBLEM OF GRADUATE RECRUITMENT INFORMATION

4.1. Disadvantages of online recruitment

With the upsurge of returning to work, in order to effectively prevent and control the epidemic, enterprises have chosen online interview instead of traditional offline interview, but both sides of the interview are unavoidably nervous about the new interview form, and the graduate interview place is usually at home or public office, which is easy to be disturbed. Secondly, when

job seekers conduct online interviews, the information they get from the Internet is relatively miscellaneous, so it is difficult for them to have a comprehensive understanding of the business model, actual environment and development opportunities of the enterprise. Similarly, due to the one-sided understanding of job seekers in online recruitment, enterprises cannot understand the real working ability of job seekers. False or concealed information of any party will lead to trust crisis, reduce efficiency, and increase the risk of job failure.

42. The employment market of graduates is at a disadvantage

Due to the new number of graduates and the blocked recruitment, campus recruitment cannot meet the employment needs of graduates for a while, and a large number of graduates from campus recruitment flow into the society. Under the epidemic situation, graduates' expectations of industry, post and work place have changed, the economic form is grim, and graduates generally lack professional skills and work experience. The average expected salary is about 6930 yuan, which is higher than the average recruitment salary in the market. Employers of social recruitment are often not willing to spend the time to train graduates and give the expected salary. In addition, due to the restriction of going out under the epidemic situation, the graduates' cognition of market changes is obviously lagging behind, which makes the employment situation of this year's graduates more complicated.

5. THE ECONOMIC ENVIRONMENT AFFECTS THE EMPLOYMENT SITUATION

Under the epidemic situation, many epidemic prevention policies and measures have been issued, and a large number of recruitment and examination have been postponed or even cancelled, which directly and indirectly increase the difficulty of graduates' employment. Graduates are in a dilemma whether to pursue further studies or to give priority to employment; whether the examination arrangement of the master's and doctoral entrance examination will be delayed may make the students who fail in the examination miss the favorable employment opportunity. In 2021, graduates will face the multiple tests of "epidemic prevention", "research" and "job search", with tight time and great pressure. Affected by the epidemic situation, the nationwide suspension of schools effectively curbed the spread of the virus, but it also made the fresh graduates who were about to enter the society confused, and the previous graduation application process was not applicable. Employers can't operate normally, students can't go out, some companies' recruitment and interview plans are also changed, and the previous graduation

application process is not applicable. Graduates who have already made a good employment plan are in a dilemma. The overall economic downturn, the financing becomes more difficult, and the lack of market support will directly hit the students' entrepreneurial enthusiasm, and the "entrepreneurship driven employment" will be restricted. We can only postpone the start-up plan and aim at employment first in the short term. Graduates who have plans to study abroad and find jobs abroad are facing problems in their safety after leaving the country. They also join the employment force in a panic. Under the epidemic situation, the original plan is disrupted, and the unpredictable future is easy to make the graduates at a loss.

6. COUNTERMEASURES FOR THE EMPLOYMENT OF COLLEGE GRADUATES UNDER THE IMPACT OF EPIDEMIC ECONOMY

6.1. Seize the opportunity and never be afraid to move forward

Under the impact of the epidemic situation, many industries are hindered, but some industries are still "advancing by leaps and bounds" under the new situation, opening up a large number of high-quality jobs, which can become a new "wind vane" on the way of graduates' employment. The epidemic prevention and control related industries such as medical protective equipment industry, medical device industry, pharmaceutical industry, raw material industry chain, express logistics industry and computer software industry recovered rapidly. And "we make what the country needs." A series of automobile, home appliance and mobile phone manufacturers have adopted their own diversified policies to participate in prevention and control related industries; daily necessities, fresh food supermarket online retail, social retail and other industries not only facilitate people's lives, but also usher in a new pattern of people's daily consumption. Online education, online video, online consultation, webcast and other industries are not only good, but also bring a new way of life during the isolation period. The school adopts a series of online education platforms to release daily courses and assign online homework to students; the home network office mode adopted by enterprises further promotes the popularization and application of network office software; the stable and effective way of flow cash flow and epidemic impact bring its role to the extreme. For graduates facing employment, the impact of the epidemic on the economy also shows new opportunities.

6.2. Flexible handling of new employment problems

Information platform resource integration at present, there are many kinds of online job-hunting software, among which the information repeatability is high [5]. The accuracy of information identification for both enterprises and job seekers is different, and the information confidentiality of both sides is also difficult. But this kind of software can often attract the attention of graduates and job seekers, and there are many high-quality jobs and opportunities. In the face of the epidemic situation, the campus employment information platform has a long time span, which is not convenient for enterprise management, and it is difficult to fully meet the employment needs of graduates. Therefore, it is very important to establish a perfect information resources integration platform to promote the employment of graduates. By using the functions of accurate recruitment, data intelligence analysis, information publicity and exchange, diversified learning experience and online services of the college students' employment and entrepreneurship service platform, we can build an online service, online learning and online supply and demand meeting platform for students; by using the media network, we can publish the details of the supply and demand of college graduates to the society and provide real information. The real and reliable market information can make the false information have no place to hide, so as to reduce the information asymmetry. The employment management department of colleges and universities needs to collect, summarize, synthesize and screen all kinds of occupation information that conform to the characteristics of the graduates of our school, and upload the sorted information to the employment website of our school quickly and accurately, so that students can view it. Multi party cooperation, avoid false information, let the job efficient, timeliness, economy. Targeted policies should be adopted for employment. Under the normalization of the national epidemic situation, the specific conditions of different regions are different, and targeted measures should be taken according to the employment environment of graduates in the province. From the perspective of graduates, we should cooperate with colleges and universities to organize online counseling, explain new and old employment policies, help graduates understand employment policies and measures, and personally participate in the construction of top 100 projects to promote employment. Select high-quality innovation and entrepreneurship projects to help graduates find suitable entrepreneurial partners and favorite entrepreneurial projects. Through financial support, reduce taxes, reduce loan interest rates, guide banking institutions to increase the credit line and term of small and medium-sized enterprises [6], drive small and medium-sized

enterprises to accelerate economic recovery and expand employment.

7. CONCLUSION

To sum up, college graduates are the hope and future of the country. The employment of college graduates is not only a personal problem, but also a social problem. The new covid-19 epidemic is not only a shock, but also a real test. Facing the test, college students not only need to carry out all-round development, but also the society, the state and the school should vigorously support the coordinated development.

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