

A Brief Analysis of Employment Difficulties and Countermeasures for College Students Against the Background of COVID-19 Pandemic

Zhen Li^{1,*}

¹ Shandong Technology and Business University, Yantai, Shandong 264005, China

*Corresponding author. Email: 123515330@qq.com

ABSTRACT

Since the outbreak of the COVID-19 pandemic, the employment situation of Chinese college graduates has become increasingly severe. Many issues such as employment positions, recruitment situation, and difficulty in staff turnover have created many challenges for the smooth employment of college graduates. College teaching staff must rationally analyze the problems, actively respond to them, and help college graduates find their ideal jobs more propitiously. This article analyzes the employment situation and its causes against the background of the COVID-19 pandemic, explores various factors that affect the employment of college students, and puts forward feasible suggestions for the smooth employment of them.

Keywords: *Pandemic, Employment of college students, Difficulties, Countermeasures.*

1. INTRODUCTION

The sudden COVID-19 pandemic in 2020 has had a huge impact on China's economic and social development. China's employment policy also ranges from "promoting employment", "stabilizing employment" to "guaranteeing employment". As a large employment group, whether college students can find a suitable job is related to social stability and economic development. This is an economic problem, but also a social problem. College teaching staff must take active measures to ensure the employment of college students.

2. EMPLOYMENT STATUS UNDER THE PANDEMIC

Since the outbreak of the COVID-19 pandemic in 2020, China's economic and social development has been greatly impacted and affected. The report of Academy of Macroeconomic Research points out that this is the most severe difficulty faced by China's economic development since the 2008 financial crisis. However, it should be pointed out that in the long run, the overall trend of good prospects of the Chinese economic development has not changed, and the employment stability will not change. In the short

term, the pandemic has indeed caused a certain impact, especially for small and medium-sized enterprises, due to their relatively narrow funding, products, and channels, the impact is particularly obvious. Some small and medium-sized enterprises and individual businesses suffer from the impact of the pandemic and even go broke. If China's economic development is weak, it will have a negative impact on entrepreneurship and employment. The service industry with the widest range of employment can be taken as an example. Because of the bad economic situation, people's income will decrease. After deducting the necessary living expenses, the proportion of consumption in other aspects will inevitably decrease, which will reduce the demand for posts and the number of service industries. In the face of the most important preventive measures against the pandemic, things like preventing gathering and turnover will have a direct impact on the hotel catering, transportation, tourism, education and other industries. For job seekers, the quantity of supply has not changed, while the demand for jobs has decreased, which undoubtedly increases the difficulty of employment competition. During the outbreak of the pandemic, more than 70% of small and medium-sized enterprises maintain their current scale or moderately lay off employees. Some

companies not only lay off staff but also reduce salaries.

At present, China's pandemic is characterized by sporadic outbreaks, which still have a certain impact on some regions and industries. The employment pressure faced by college students has not decreased, and the craze for postgraduate entrance examinations and civil servant examinations also illustrates this problem.

3. ANALYSIS OF THE EMPLOYMENT DIFFICULTIES OF COLLEGE STUDENTS UNDER THE INFLUENCE OF COVID-19 PANDEMIC

3.1 The External Environment Affects the Employment of College Students

The external environment has increased the difficulty of college students' employment. On the one hand, the number of employment positions has decreased. As far as the Chinese job market is concerned, due to the impact of the COVID-19 pandemic, the two main industries, service-oriented industries and labor-intensive manufacturing industries, that absorb college students, have sharply reduced demand for college students, and the number of employment positions has dropped significantly; from an international perspective, as the pandemic spreads and worsens globally, overseas students from the United States, the United Kingdom, Australia and other countries often choose to return to their countries for employment, rather than choosing to work abroad as in previous years, and objectively, it once again increases the competitiveness of Chinese employment, squeezes the living space of Chinese college students, and makes it more difficult for Chinese college students to obtain employment. On the other hand, channels and methods of job hunting have changed significantly. In the past, students and employers generally conducted preliminary communication through offline mutual selections, followed by written examinations, interviews, and finally signed a contract. However, due to the impact of the COVID-19 pandemic, offline resume delivery, interviews, and signing contracts and admissions are concentrated online. If some students are unfamiliar with the operation process, or unexpected situations such as network drops occur, it's easy to affect the success rate of college students' employment.

3.2 Psychological Difficulties Affect the Employment of College Students

Affected by the COVID-19 pandemic, college students' graduation thesis design, internships, and mutual selections held by the school have all changed compared with previous model. Students' understanding of employing units can only be judged through third parties such as the Internet, and factors such as the reduction of employment positions have a certain impact on college students' employment psychology. At the same time, most of the college students who graduate during the COVID-19 pandemic are from the generation of "post-95s". The family environment in which they grow up is usually better, they experience fewer setbacks, and lack the spirit of hard work and plain living, and their ability to resist setbacks needs to be improved. They tend to be more impetuous when choosing a job, and sometimes they have an escape mentality. If these psychological problems can't be adjusted and rectified in time, it will have an important impact on the college students' career selection, interview and other links, which will hinder them from finding suitable jobs.

3.3 Professional Ability Affects the Employment of College Students

In 2020, the "Overall Plan for Deepening Educational Evaluation Reform in the New Era" issued by the Central Committee of the Communist Party of China and the State Council clearly pointed out that it's needed to cultivate socialist builders and successors with comprehensive development of morals, intelligence, physical fitness, work and aesthetics, develop quality-oriented education, and overcome the theory of nothing but scores. Emphasizing the simultaneous development of quality-oriented education and five aspects of education means strengthening students' intellectual education, and at the same time focusing on strengthening the cultivation of cooperation and innovation capabilities. Vocational ability is the professional skill that workers must possess to engage and be competent in the occupation. The requirements for vocational ability change with the changes of the times. Today's "Internet +" model is widely used in all walks of life, requiring employees not only to have professional knowledge and abilities, but also to be proficient in Office, PS and other office softwares, and to be able to quickly accept new things, such as Tencent meeting, Zoom, etc. In the context of the COVID-19 pandemic, if college students don't have the corresponding Cloud Office and network

communication skills, the probability of successful employment will be reduced. However, college teaching staff have not realized the seriousness of the problem. They pay more attention to students' obtaining professional qualification certificates and improving their professional skills, while ignoring the teaching of comprehensive literacy such as big data and Cloud Computing. As a result, some college students lack the corresponding ability, so that their competitive disadvantages in employment are obvious, and they can't find a better job destination.

3.4 Employment Expectations Affect the Employment of College Students

The current college graduates are all from the generation of "post-95s". Their growth environment is generally better, their family conditions are relatively superior, and the higher expectations of their parents all lead to their higher employment expectations. However, jobs with a decent pay and good working environment also have high requirements for talents. Many students don't pay attention to the improvement of their abilities and knowledge during school and don't have a clear career planning, which makes them incapable of high-end positions when they graduate. Many students pursue a stable choice for the second postgraduate entrance examination, multiple examinations for civil servants, teacher establishment, etc., which makes the phenomena of "slow employment" and "non-employment" occur from time to time. Some students only value scores since they were young, and lack the ability to innovate and communicate. In the process of job hunting, they think that they have good grades, don't have a reasonable concept of employment, and are very poorly competitive. Then, faced with the severe employment situation under the pandemic, they are unable to find ideal jobs.

4. WAYS TO PROMOTE THE EMPLOYMENT OF COLLEGE STUDENTS IN THE CONTEXT OF THE COVID-19 PANDEMIC

4.1 Creating a Positive Employment Atmosphere

Affected by the pandemic, recruiting positions have been reduced and the competition has become more intense. Many students' employment intentions have faded, their mood has been depressed, and they even have thoughts of slow employment and non-

employment, as a result, they may miss some employment opportunities, which will eventually affect their employment development. Colleges and universities need to use online class meetings to guide students to establish a positive employment concept, actively respond to current difficulties, and provide more online recruitment information and employment policies to help students better find suitable positions. In addition, college counselors should provide individual guidance to students in difficulties through the telephone and the Internet, understand their needs, and effectively solve their practical difficulties, so as to help these special students get a job smoothly.

4.2 Building an Online Employment Cloud Platform

Colleges and universities should play a good role as a bridge in job hunting and recruitment, and for the purpose of facilitating graduates, do everything possible to collect recruitment information, and push it through online platforms in a timely manner, so that more graduates can accurately understand current employment information. At the same time, colleges and universities need to actively contact employing units, and give full play to the role of alumni, employment practice bases, training bases, etc., and try to find more employment positions for students and pass them to students in a timely and accurate manner. Finally, colleges and universities should establish online channels for employment communication among schools, college counselors, students, and enterprises to help students and employing units communicate in time, such as using WeChat groups, QQ groups, and DingTalk to achieve precise docking to escort for students' employment.

4.3 Doing a Good Job in Precise Assistance

Colleges and universities must ensure that every student is employed. For some special students, such as students with disabilities, students with economic poverty, orphans, who have established files and registered cards, colleges and universities should pay special attention to them, carry out one policy for one student, implement policies accurately, guide their employment separately, and do a good job in employment assistance; besides, it's necessary to hold large-scale online job fairs, and at the same time use Tencent meeting to actively hold small job fairs, and conduct small special interviews for students with special needs, so as to break through the "last mile" of employment for them. Finally, colleges and universities should actively provide job hunting

subsidies for these special groups. The income of many parents of students has been reduced due to the impact of the pandemic, which is bound to have a certain impact on the smooth job hunting of students. For special students who set up files and registered cards, they should actively provide financial subsidies and psychological care so that they can feel the warmth of the school, so as to find their ideal goals in the wave of job hunting.

4.4 Expanding Employment Channels

The pandemic has a relatively large impact on the employment of college students. In order to resist this difficulty, the party and the state have successively introduced a series of policies to help college students successfully obtain employment, such as increasing the enrollment of postgraduates and increasing the number of enrolled civil servants. Colleges and universities should actively do a good job of ideological education for students, encourage and guide students to make contributions in grass roots, strut their stuff where the motherland needs them, and contribute their youth wisdom and strength to the great rejuvenation of the Chinese nation. In addition, it's necessary to encourage college students to actively join the army and participate in the "Three Supports and One Assistance" and the "Western Plan" projects to improve their abilities in practice, give full play to their talents, and lay a solid foundation for all-round development. Finally, efforts should be made to encourage ambitious and capable college students to actively respond to the call of the country, actively invest in entrepreneurship, rely on their own ingenuity to find new business opportunities in the new era, and reach the peak of life in adversity.

4.5 Strengthening the Training of Employment Skills

Colleges and universities should promptly adjust the direction of employment guidance, strengthen the training of online application skills, and improve students' Office, PS and other skills in all aspects, and actively adapt to the needs of the new era. Colleges and universities should also actively carry out training on the promotion and use of various cloud platforms to prevent students from affecting the employment success rate due to objective reasons. In addition, they should carry out a systematic and high-standard training on students' making resume ability, interview skills and job hunting etiquette, to help students improve their employability again, and ensure that students can timely and accurately seize

every employment opportunity and find their ideal jobs.

4.6 Improving the Psychological Quality of College Students

Colleges and universities should actively take measures to guide students to change their job hunting concepts and improve their psychological resistance to stress. Colleges and universities should do a good job in ideological education for college students applying for jobs from the perspective of cultivating socialist builders and successors, guide them to actively enhance their patriotism and social responsibility, and teach them not to limit their job hunting goals to short-term benefits such as income and personal development, instead, they should be taught to study and work hard for the rise of the Chinese nation and make contributions to the places where the motherland needs them most. In addition, it's necessary to strengthen mental health education for graduates, teach them how to deal with psychological problems such as anxiety and fear, and teach them how to quickly return to a normal mental state after being frustrated, and better devote themselves to the job hunting process. Finally, colleges and universities also need to establish a special employment psychological care team and open an employment psychological hotline to relieve the psychological confusion of students who have difficulties in obtaining employment at any time.

5. CONCLUSION

The overall impact of the COVID-19 pandemic on China's economic and social development is not significant, but it does have certain impacts in individual industries and regions. This requires college teaching staff to find out the reasons for the difficulty in finding employment for college students from the perspective of strengthening moral education and cultivating people, provide them with all-around service and guidance for smooth employment, and assist them in finding their ideal jobs.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Zhen Li.

REFERENCES

- [1] Sun Na. "Cloud Industry" Catalyzed by the COVID-19 Pandemic [J]. *Zhejiang Economy*, 2020(02). (in Chinese)
- [2] Hou Wenzhe. Analysis of Employment Difficulties and Countermeasures for College Students Under the Influence of COVID-19 Pandemic [J]. *Chinese Commerce*, 2020 (22). (in Chinese)
- [3] Liu Xuewei. Challenges and Opportunities of College Students' Employment Under the COVID-19 Pandemic [J]. *Journal of The Open University of Jilin*, 2020(10). (in Chinese)
- [4] Jiang Xiao. Analysis on the Employment Work of College Students Under the Pandemic [J]. *Journal of Wuhu Institute of Technology*, 2022(04). (in Chinese)
- [5] Cui Yan. The Impacts and Reflections of COVID-19 Pandemic on Employment in China [J]. *China Labor and Social Security Paper*, 2020(03). (in Chinese)
- [6] Zhang Meiling, Zhao Zihanbing. The Impact of COVID-19 Pandemic on the Employment of College Graduates and Countermeasures [J]. *Journal of Hebei University of Technology (Social Science Edition)*, 2020(02). (in Chinese)