

Some Thoughts on Employment Guidance for Chinese University Students under the Background of New Business Forms

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ABSTRACT

The sudden major outbreak of the new coronavirus has not only impacted the national economy, but also brought tremendous pressure on the employment of college graduates. The rapid formation of new employment patterns in China has formed a momentum of rapid development, provided a large number of highly flexible job resources, and has become a new choice for a large number of college graduates. Through the analysis of changes in international and domestic situations, the article explains the meaning of the new business format, and puts forward relevant employment guidance measures in the context of the new business format to provide a reference for the employment of college students.

Keywords: *New Business Forms; Employment Guidance in Colleges and Universities; College Students*

1. INTRODUCTION

The global outbreak of the new crown epidemic not only poses a serious threat to human life, but also affects the development of economic and trade globalization. The development of the world economy has been severely affected, the development of enterprises has been severely restricted, and the demand for recruitment has shrunk severely. In recent years, the scale of graduates has continued to expand, and employment itself is under great pressure [1]. In the "isolated economy" environment, it is a great challenge to the country, to enterprises, to individuals, and to employment. Many well-known companies have announced layoffs, reducing the number of recruits, and even many small and medium-sized enterprises have closed down. Under the normalization of epidemic prevention and control, the pressure on epidemic prevention and teaching adjustments faced by colleges and universities has increased, and this has brought new challenges to the development and orderly progress of employment work [2].

The sporadic spread of the domestic new crown epidemic has had a continuous impact on China's economic and social development. Stabilizing employment and ensuring employment have become the

top priorities for economic and social development in the context of epidemic prevention and control. During this period, the use of artificial intelligence to show that digital technology has proved significant advantages and huge potential in ensuring and creating employment opportunities, and is accelerating the formation of new employment forms based on artificial intelligence technology. For example, the digital economy is developing at a faster rate; smart and high-tech products are also growing rapidly; remote home office, video conferencing, online video education guidance and online medical consultation are growing rapidly; in addition, such as unattended New models such as self-service stores and real-time commodity streaming are emerging. These models not only strongly support economic and social development, but also help expand employment. Although the impact of the epidemic on the job market is relatively large, the impact is two-way and can promote the development of strategic emerging industries. In this process, we will cultivate new employment and entrepreneurial growth points, and actively guide graduates to help alleviate poverty. We will strengthen the rural revitalization strategy and guide college graduates to actively participate in major national projects and work in key areas.

2. CONNOTATION AND EFFECT: FROM POINT TO SURFACE, FROM SHALLOW TO DEEP OVERALL PLANNING AND INTEGRATION

The employment of college graduates needs to create a good ecology, play a role in the government, society, employers and other elements, integrate high-quality resources and employment resources from all parties, and create favorable conditions for the employment of college graduates.

In July 2020, 13 departments including the National Development and Reform Commission, the Central Cyberspace Administration of China, and the Ministry of Industry and Information Technology jointly issued the "Opinions on Supporting the Healthy Development of New Business Forms and New Models, Activating the Consumer Market and Driving Employment Expansion"[3]. 15 types were identified for the first time. New business forms and models, and a comprehensive plan has been formulated to support and promote the sound development of new business models and establish new advantages in the digital economy. Different from traditional occupations, derivatives under new occupations and new forms have many advantages. One of the most notable features is the ability to break through the limitations of time and space, relatively free working hours, and flexibility in work content, allowing young people can give full play to subjective initiative, meanwhile, it means that employees have more career transition opportunities, which can effectively reduce employment fluctuations caused by economic operation. Moreover, new occupations are more attractive to youth employment groups than traditional occupations. In addition, the fast-growing new business form not only mentions that it provides more and more new jobs, but also "changes" traditional industries and traditional work models to a certain extent. As a large number of traditional industries enter the new business development model, new employment opportunities will be created rapidly, and a benign interaction between new business, industry and employment will also form.

College students have a strong ability to accept new things. With the support of high-tech, they often walk at the forefront of new formats, lead the trend of the times, and even become carriers and creators of new formats. College students engaged in new business forms and careers are more conducive to the innovative development of new business forms and better exploration of the field. From another perspective, as far as college students are concerned, this new format can meet the psychological expectations of college students and enable them to challenge themselves to achieve better growth. At this new point in time, governments at all levels will further introduce preferential policies to encourage college students to find employment and start their own businesses. Relying on colleges and

universities to serve the society and trying every means to create a new form of "smart employment" is an important measure to guide and serve college students' entrepreneurial work under the background of the new era. For example, the "Smart Employment Service Platform" in Jiangsu Province, which features "unified construction, provincial concentration, business collaboration, and resource sharing", has been widely used in colleges and universities across the province, creating a new situation for Jiangsu college students to guide employment, entrepreneurship and service.

The "employment season" hits the "epidemic period", which has an impact on the employment of college graduates. In this context, the emergence of new formats means more new jobs and also tells us to promote college graduation Students and employment should not only focus on traditional jobs, but must have a pair of eyes that are good at discovering, and they must find new job opportunities in development. In order to better promote college graduates' understanding of new forms of employment and establish a reasonable career outlook under the new situation, it is necessary to give play to the spirit of "people gathering firewood and high flames".

The government and enterprises should give full play to their respective advantages and build a platform. Schools and parents should actively study, change their ideas, and actively do a good job in employment guidance and guidance. College graduates must clearly understand the situation, get rid of the usual concept of choosing jobs based on geographical and salary as the main factors, prepare for new types of employment, and adapt to new employment options.

3. ANALYSIS OF EMPLOYMENT GUIDANCE MEASURES FOR COLLEGE STUDENTS

The new normal is growing faster. The new business model of employment and entrepreneurship services for college students was born. "Smart Employment" is based on an advanced information service platform, with the goal of achieving a balance between employment supply and demand, and supports the sharing of high-quality resource databases to optimize the allocation of resources to the market for college graduates and promote college students' entrepreneurship efficient integration of service work resources [4-5]. The information service platform must grasp the focus of work and improve the student employment service function and the enterprise recruitment function. Creatively introduced the student employment point system to increase students' attention to employment. At the same time, the function of information classification review is set up to improve the efficiency of student signature information review. In view of the complexity and erroneous nature of the reporting of employment information in colleges and universities, the existing employment information data of

colleges and universities is supported, and the work of the college employment department and the education department is seamlessly connected [6]. The guarantee for the development of the "smart employment" information platform must be based on the "five establishments"[7]:

(1) Establish a sound employment legal system

Establish a multi-faceted and multi-level docking service system to provide employment information, employment guidance and other service resources. At the same time, organizations such as education departments, human resources and social security departments must do a good job in the connection of information records of unemployed or unemployed students after college graduates leave the school, implement real-name services, organize internship training, and increase the employment assistance rate[8].

Strengthen employment responsibilities and accelerate the perfect implementation of the employment legal system. Since the outbreak of the epidemic more than a year ago, the government and relevant departments have also issued many policies to promote the employment of college graduates. In the later stage of the normalization of the epidemic, our current primary core work is to strengthen the supervision and implementation of the system. It is necessary to strengthen the organization and leadership. Under the premise of ensuring that the epidemic prevention and control is in place, the school actively establishes a linkage and complementary mechanism with the government and enterprises, and implements the preferential policies in the policy documents. At the same time, the implementation of preferential policies cannot be separated from the support of funds. We must increase our efforts to invest in special funds for employment. Improve the encouragement and commendation system for employment and entrepreneurship, and improve the efficiency of the implementation of relevant legal systems and measures through various channels.

(2) Establish a complete employment and entrepreneurship work organization

Establish and develop public employment agencies. Providing free public welfare services for the unemployed and those in need of assistance under special circumstances is the original intention of establishing public employment agencies; on the basis of guaranteeing public services, public employment agencies can increase labor security affairs and other issues according to the increase in market demand. Agency services for paid service items to meet the requirements of workers and employers [9]. It is necessary to strengthen the research, innovation, publicity and application of employment service

technology methods; at the same time, improve service methods and methods, improve service quality and efficiency, so as to form several windows that people can trust and enjoy high satisfaction.

Establish student employment guidance and service centers and other institutions on campus, coordinate the employment and entrepreneurship of university graduates and other job-seeking work, set up a co-creation center, establish an expert management committee, jointly promote innovation and entrepreneurship, and establish entrepreneurial guidance and characteristic practices for universities Base; at the same time, through the "academic green card", we will guide everyone to actively listen to the academic experience provided by experts on successful employment and entrepreneurship, and obtain the essence of entrepreneurial knowledge. The college implements the "top project" for employment and entrepreneurship, and establishes a school-college two-level leadership system. To implement the "top leader" project for employment work, the school secretary and principal are the heads of the school's employment and entrepreneurship leadership team, and the principals of the colleges and departments are directly responsible for the employment and entrepreneurship of the unit, forming an excellent university with good care and mutual assistance. Atmosphere to assist students in finding jobs and starting a business.

(3) Establish a professional, professional, and expert faculty for employment and entrepreneurship

Quickly integrate various network information resources and strengthen the connection between theory and practice education. By analyzing the characteristics of each major and the requirements of the talent training plan, organize experts from all aspects to jointly write practical education courses, integrate practical teaching into the syllabus of full-time undergraduates and graduate students, carry out cooperative practical activities, and customize the society of college students and graduate students Practical courses allow them to learn what they need.

In order to strengthen the personnel construction of the employment service faculty, it is necessary to achieve the characteristics of specialization, professionalization and expertization. We must strengthen the employment skills training for teachers, improve the vocational qualification certificate system for employment instructors, revise and improve the assessment and access mechanisms, and promote the development of talents for various needs of employment services. Local governments, employment centers and other institutions should guide public employment agencies to adopt flexible hiring and guidance assessment methods, establish various effective incentive mechanisms,

vigorously strengthen professional ethics education, improve the effectiveness of the work of instructors, and improve the professional ethics of employees Accomplishment, to avoid causing disorder in the labor market.

(4) Establish a shared entrepreneurial work mechanism

According to the construction concept of "sharing as the soul, data as the main body, and convenient use as the foundation", the key construction APP of employment network cooperation and mobile phone is formed, and the organization structure of "platform-oriented information resource sharing is the hub, and the functional platform is the main body. A big data system for sharing entrepreneurial information resources with the management platform as the scaffold [10].

Establish employment quality assessment organization and teaching supervision group, regularly publish talent quality training quality report, establish employment information sharing organization, and standardize the review of online employment information, so as to ensure the authenticity and reliability of the information. The key to facilitating employment during the epidemic period and after the epidemic has become normal is to expand employment channels and enrich employment channels-online video conference recruitment has become the main job search channel at the moment. In the current mixed market of Internet information, the identification of Party A of the other party of the video and the credibility of Party A's recruitment position have become the focus of online job hunting graduates. It is proposed that local human resources departments, education bureaus, social industry and commerce departments, and the Ministry of Industry and Information Technology and other departments work together to strictly verify the authenticity, timeliness, and credibility of online Party A's employers and recruitment positions, and resolutely prevent false recruitment And MLM fraud gangs deceive and harm the interests of graduates to prevent college students from falling into the trap of job hunting. Establish a comprehensive information platform, realistic anti-counterfeiting recruitment information department, training personnel department, resource information sharing between Party A's employer and college graduates, and commission a third-party inspection agency to conduct in-depth analysis and research on the employment status of graduates, and establish employment and entrepreneurship Contact mechanism, including the campus plan to assign students, performance evaluation, and fund allocation.

(5) Establish an effective publicity and promotion model

Promote the precise expansion of social insurance coverage, and encourage college students who choose new business forms and models to participate in social insurance. People who come to apply for the new employment model can join the corresponding basic medical insurance according to their different employment status. Ensure that unemployment insurance funds give priority to protecting people's livelihood, pay unemployment insurance in full and in time, and speed up the establishment of a long-term mechanism, so that urban and rural unemployed persons participate in unemployment insurance areas to be fully covered [11].

Plan ahead according to the actual situation, and work together online and offline. Although the Internet and other communication methods were vigorously promoted during the epidemic period to release recruitment information and job applications, this measure avoided the impact of the epidemic on employment work to a certain extent. However, the feedback time for online recruitment is relatively long, and the specific situation of applicants remains to be seen. After more than a year, the domestic epidemic prevention and control work has become normal, and relevant departments must plan in advance to gradually promote the organic integration of online and offline recruitment activities according to the level of risk of the regional epidemic prevention and control hazards. It is necessary to quickly organize and mobilize various public employment service agencies and market service agencies across the country to carry out professional and diversified on-site recruitment activities, mobilize online and offline, and jointly promote the employment development of college graduates to ensure a more complete job. And high-quality employment ecology.

4. CONCLUSION

The new crown epidemic is a challenge to all mankind, but opportunities and challenges coexist. Schools, teachers, students and parents should seize the opportunity under the guidance of the party and the state, actively change the concept of employment and service awareness, and strive to increase employment. We should change our previous work thinking, pay more attention to the initial employment rate thinking, pay more attention to the employment and entrepreneurial development of graduates, accept the postponement of employment in special periods, and give more guidance and acceptance to college graduates under the impact of the epidemic. In the new situation, we will continue to provide follow-up guidance services for university graduates. The epidemic has affected the employment of college students, but it may also be an important opportunity to promote the reform of college employment service evaluation system.

Under the new business format, the research on the employment and entrepreneurship guidance of college

students and the exploration of countermeasures are the renewal of thinking, which will provide a new model for guiding and serving college students' entrepreneurship; at the same time, the promotion of the new business format is conducive to the expansion of personal careers and will promote employment. The repositioning of the functions of entrepreneurship guidance service agencies and the reintegration of work and business; the transformation of this idea is a manifestation of responsibilities, which will promote the trust of college students in the guidance of entrepreneurship, so as to improve quality and efficiency, increase the employment rate of college students, and promote high quality. The creation of employment and successful entrepreneurship.

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