



Research on Occupational Security of New Employment Forms from the Perspective of Public Economics

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Abstract. Against the backdrop of the rapid development of the digital economy, new forms of employment have drawn close attention from the government and society. To create an employment environment that is in line with the development of the public economy, the government urgently needs to establish a collaborative governance model that involves mutual cooperation between public employment service institutions and platform enterprises of new forms of employment. This model can better alleviate the pressure on the government and grant platform enterprises greater power to fulfill their social responsibilities. From the perspective of public economy, this article argues that the occupational security of new forms of employment cannot be achieved without the participation of various stakeholders, including government departments, market entities, social organizations, and the new forms of employment groups. This diversified participation has significant benefits in optimizing the allocation of resources for new forms of employment, improving the quality and efficiency of public services, and jointly promoting research on the occupational security of new forms of employment in China.

Keywords: public economy; new employment forms; occupational security.

1 Introduction

The government work report states: "We will improve and perfect the service guarantee measures for flexible employment in a categorized manner, and expand the pilot programs for occupational injury protection for new employment forms." Against the backdrop of the rapid development of the digital economy, the development of new employment forms has also received close attention and emphasis from the government and society, resulting in abundant research achievements. Based on the important theoretical foundation of public economic research, the goals of China's fiscal policy can be summarized as achieving full employment, fair income distribution, rational resource allocation, relatively stable prices, moderate economic growth, and balance of international payments. The achievement of these goals is of great significance for achieving sustainable development of the economy and society and improving people's

living standards. New employment forms play an important role in achieving full employment, rational resource allocation, and moderate economic growth^[1].

2 Intrinsic Link Between Public Economy and New Employment Forms

With the development of social economy, public economics has been maturing continuously, and the scope of new employment forms has gradually expanded. The main groups covered by this include four parts: Firstly, e-commerce, mainly consisting of Taobao stores, rural online merchants, e-commerce live-streaming and digital trade, which will affect the retail and trade industries of the real economy; Secondly, platform service markets, mainly including food delivery services, ride-hailing services, home care services and medical care services at home, which have an impact on the real economy mainly in the industries such as catering, logistics, transportation and healthcare; Thirdly, online platform markets, mainly including online education, community economy and online customer service, which affect industries mainly in education; Fourthly, digital economy infrastructure, mainly including logistics infrastructure, enterprise digital management and operation platforms, as well as payment and financial service infrastructure, which affect industries such as logistics, management and finance^[2]. This article mainly starts from the aspects of problem predicaments and countermeasures suggestions to study the occupational security of the new employment form groups.

3 Analysis of Issues and Dilemmas Concerning Occupational Security for New Employment Forms

3.1 The Predicament of the New Employment Form Groups in Participating in Social Governance

At present, the scale of the new employment form groups is expanding day by day, and they have become one of the active forces in grassroots social governance. The traditional governance model is prone to encounter problems of contradictions due to inconsistent policies and standards among different departments. This will lead to frequent situations where new employment form groups and enterprises are at a loss. Therefore, it is necessary to strengthen the collaborative governance model and innovate to guide new employment form groups to actively participate in social governance. Moreover, some job opportunities in new employment forms may be short-term and lack stable salary and benefits, which bring certain employment pressure and social prejudice to new employment form groups. Based on this, the government needs to continuously enhance its ability to serve society, introduce corresponding practical measures, and under the premise of integrating innovative models, gather the joint efforts of multiple parties to provide solid support for new employment forms.

3.2 The Predicament of the Occupational Security and Rights of the New Employment Form Groups

The new employment form labor group exhibits characteristics of being unorganized, self-employed and mobile, which causes certain concerns for government employment service institutions when providing related services. They think it is difficult to define their labor relations. The relationship between the new employment form labor group and platform enterprises is mainly based on labor services or cooperative relationships, and the proportion of establishing formal labor relations is relatively low. When workers need to protect their rights and interests, they often face situations where there is a lack of legal basis. For example, there is an urgent need for work injury insurance, and relying solely on the commercial insurance of platform enterprises often fails to solve the problem. The government pays relatively less attention to the new employment form group in terms of vocational training, entrepreneurship support and subsidy distribution, and is prone to exclude platform enterprises and new employment form labor groups from the service scope. The government needs to improve the relevant vocational security system for new employment forms, and also needs to attach importance to the dedicated working institutions for serving new employment forms, providing reasonable and scientific policy and personnel support.

3.3 The Predicament of the New Employment Form Group in Combination with Online Platforms

The online platforms are an important foundation for organizing labor resources. They have the positive will and ability to expand job demands, improve employment quality and increase the influence scope. Moreover, they have the functions of vocational training, vocational introduction and vocational matching in the new employment forms. However, the platforms enterprises are generally established for a short period of time and have insufficient understanding of the government's public employment services. They also cannot put forward effective demands for the new employment forms. The government should actively explore the practice of collaborative governance models based on the Internet platforms, such as designing tax systems, labor standard-making systems and social security systems. At the same time, by strengthening communication and exchanges between the government and the platform enterprises, better governance measures for society can be proposed. The government and the platform enterprises should jointly shoulder the responsibility for the efficient development of society, and share the achievements of innovation and development while the economy grows rapidly^[3].

3.4 The Predicament of the New Employment Form Groups Who Urgently Need Service Assistance

The development of new employment forms has raised brand-new standards and more stringent requirements for social security policies. Regarding the new employment

form labor groups with different occupational identities, it is necessary to consider issues such as how to participate in social insurance, how to realize the transfer and continuation of social insurance, and whether it is allowed for platform enterprises to submit information on employment difficulties personnel. At the same time, in the vigorous development of new employment forms, a large number of work types that were not seen before have emerged. In summary, the government urgently needs to enhance the services provided by public employment service institutions to new employment form labor groups and platform enterprises, including policy consultation, entrepreneurship services, and vocational training.

4 Analysis of Countermeasures and Suggestions for Occupational Security in New Employment Forms

4.1 With the aim of Ensuring Stable Employment for the new Employment Form Groups, Enhance the Degree of Social Recognition

The government should take charge of policy guidance and guarantee work, and incorporate new employment forms into the scope of employment and entrepreneurship policy support. The government should collaborate with platform enterprises in governance, taking into account regional particularities, and propose effective vocational guarantee measures to create an appropriate employment environment and stimulate the realization of the self-will of the new employment form group^[4]. The government should vigorously guide and develop the development of new employment forms such as sharing economy, online consumption, and express delivery and food delivery, and improve the policy system for flexible employment, making the public realize the importance of the new employment form group. At the same time, the state should do well in the publicity and education work on employment, enabling the new employment form group to become participants after enhancing their own responsibility and awareness, and creating the maximum value for social development. At the same time, enhancing social recognition and also enhancing the honor of their own profession.

4.2 Taking Improving Legal Protection for the New Employment Form Groups as the Bottom Line, Increase the Resources for Vocational Skills Training

In the public economic management system, government departments should provide high-quality public services for the labor groups in new employment forms. Public economic management policies need to be fully and effectively implemented, economic activities need to be fully regulated, market supervision must be effectively enforced, and continuous attention should be paid to and solutions sought for various problems arising during the development of new employment forms in our country. The government should attach importance to the relevant research on new employment forms, and more importantly, should pay attention to the research on the signing of labor contracts,

labor remuneration distribution, and establishment of labor relations of new employment form groups under the background of the current digital era. The government should collaborate with online platforms to establish a vocational skills training model suitable for the current new employment forms, link vocational introduction with vocational skills training, utilize relevant resources for vocational skills training, transform pre-job training programs into vocational assessment programs, provide plan linkage for special ability assessment and related vocational skills training, and increase the subsidy for training costs.

4.3 With the aim of Enhancing the Participation Enthusiasm of Enterprises in New Employment Forms, Establish A Platform Linkage and Collaboration Mechanism

In order to better safeguard the rights and interests of the new employment form groups, the government should encourage platform enterprises to actively participate in the implementation of the linkage mechanism and simultaneously establish a working coordination joint meeting mechanism. The government can cooperate with a few Internet platform enterprises first, combine the opinions of the platform enterprises themselves, select some regions for pilot projects of employment assistance for new employment forms, solve the problems existing in the pilot projects, and gradually promote them after success. The government's regulatory, policy-making and policy implementation behaviors should fully utilize the governance model of the platform, comprehensively consider social needs and the demands of multiple stakeholders in the platform ecosystem. The government should strengthen the collaborative cooperation among various departments to provide legal consultation and related legal publicity and other assistance for new employment forms through online and offline combinations, ensure that the concerns of the new employment form groups regarding the protection of their legitimate rights and interests can be responded to in a timely manner^[5]. The government can also utilize the advantages of the network platform in information, data and algorithms to form a coordinated and cooperative, sustainable new employment form service model, coordinate development and security, and strive to promote the development of new employment forms.

4.4 Based on Optimizing the Employment Services for New Types of Workers, Carry Out the Construction Project of the New Era

On one hand, a "special window and special service" can be established. A special window for new employment form employment services can be set up at the government's employment service center to provide services such as job introduction, training connection, legal consultation, labor dispute handling, and career planning consultation for the new employment form groups encountering career development problems. On the other hand, "career planning" can be carried out. Regular career planning consultation services for new employment forms can be provided. At the new employment form consultation window, professional personnel in human resources and career planning will be hired every Monday to provide professional talent services such as career tests

and career planning consultation for the new employment form groups who come for consultation, helping them achieve full career development.

5 Conclusion

The emergence of new employment forms has increased job opportunities. Good employment opportunities can enable capable new employment form workers to be satisfied in all aspects such as material and spirit. Analyzing from this perspective, new employment forms have the characteristics of private products. However, new employment forms not only benefit individuals but also generate positive external effects. This means that it can promote the full utilization of social resources and achieve the best efficiency goal of resource allocation. At the same time, new employment forms can provide employment opportunities for capable and willing workers, increase job positions, and enable work remuneration to meet the needs of personal survival and development, thereby effectively promoting social fairness. Therefore, from this perspective, new employment forms also have certain public nature and can bring benefits to members of society^[6]. Public economy and employment security are inseparable, and they interact with each other to promote national prosperity and development and accelerate the realization of Chinese-style modernization. Strengthening the management of public economy can better protect the rights and interests of the new employment form group, and enhancing the protection of workers' rights and interests will also promote economic development.

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