

Exploration for developing the path of high quality employment for college students in the era of digital economy

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Abstract: In the era of digital economy, the current employment situation of colleges and universities has undergone great changes. Emerging industries include "artificial intelligence, big data, Internet +, blockchain", etc. The development of these industries requires a large number of talents with relevant professional knowledge and skills. On July 15, 2020, the National Development and Reform Commission and 13 other departments issued the Opinions on Supporting the Healthy Development of New Business Forms and New Models to Activate the Consumer Market and Promote the Expansion of Employment. It proposed to support the development of 15 new business forms and models, such as "online education, Internet medical care, online office, digital governance, digital transformation of traditional enterprises, cultivating new individual economy to support independent employment, developing micro-economy to encourage" sideline innovation ", exploring multi-point practice, sharing life, and sharing production ". [1]Ma Yun said at the Chongqing Smart Expo in May 2022 that "the upgrading of the digital economy used to make many enterprises develop very well, and today it has become the key to the survival of enterprises. "In the digital economy era, the demand for talents is more diversified, in addition to professional skills, but also need to have innovation ability, international communication ability, team cooperation ability. However, at present, there is a lag in college education, especially the technical teaching content and teaching methods that are divorced from society and the market, and do not fully match the market demand. What students learn at school cannot meet the needs of job hunting and employment. Graduation will face knowledge elimination and employment difficulties. This paper aims to explore the employment path of college students in the era of digital economy, and put forward relevant suggestions.

1. Analysis of digital technology employment for professional students

1.1 Transformation from industrialization to digital age

The industrial age is changing to the digital age. In the future, more industrial production lines will be replaced by intelligent machines. More traditional manufacturing will be replaced by intelligent production lines. Society needs more digital technology services, so technology

production lines accelerate the transformation and upgrading of traditional industries. Manufacturing engineers becoming digital engineers. Big data, cloud computing, blockchain and other industries should always be in a state of high demand, so these types of employment directions should be popular professions in the past 10 years.^[2]

1.2 Demand for smart infrastructure talent

First, smart government services. We will upgrade government services and serve the people digitally, so that we can realize the situation that the machines do more and the people do less. Second, a smart governance system. More data should help to analyze the exact time points that may exist traffic jam, and remind the citizen to travel in a wise period of time. For example, the small holiday of the May 11 Golden Week, the traffic of scenic spots is predicted in advance, the unmanned cruise in flood season, and the drone fire fighting system. Third, smart public services. Smart parks, digital libraries, smart health care, free digital education, etc., these infrastructures require a large number of talents and position to develop.

1.3 Schools do not participate in enterprise research and development, resulting in lagging education

Schools should strengthen school-enterprise cooperation, strengthen research and development cooperation with enterprises, and improve technical support for market demand, and we need to update teaching knowledge, overcome the problem of backward education in personnel training. In this way, the knowledge cultivated will not fall behind the market, so that college students can quickly integrate into the socialized demand positions after graduation.^[3]

2. The development of non-major students' individual economy and sharing economy

2.1 Individual college students start online businesses

The cost of starting a business online is lower than that of starting a business offline. It can provide more job opportunities for college students. Including "Douyin", "Taobao", "Jingdong", "Little Red book" and other platforms. Many college students use these networks to make "topic" videos, edit videos, write copywriting, take pictures, receive ads, and link to sell entrepreneurial products. At present, the state has lowered the threshold of entrepreneurship for online entrepreneurs through various channels, opened up financing channels for small and micro enterprises, and guaranteed the individualized employment of college graduates entrepreneurs.

2.2 Slash youth and multi-point practice

We will continue to improve individual economic earning capacity and increase people's incomes, and develop a diversified career, multi-time career, so as to increase the income level of people and per capita GDP. In order to continuously improve the employment methods of college students and expand the employment channels, a large number of college students participate in the part-time and sideline groups, including "weekend part-time, online part-time, part-time outside 8 hours". This kind of side business can be expanded to increase income. For example, the current "part-time Didi driver, Tick Hitch car" and "part-time take-out worker". In the case of flexible time, it can increase income and flexible employment.

2.3 Live streaming and telecommuting

There is a group of people with high income, such as food bloggers, travel bloggers, Internet celebrity bloggers, photography bloggers, etc., they make money through the way of online orders. Using network in this way is becoming more and more popular among young people as time goes on. Many young people like to share their struggle stories, hobbies and specialties, collections, and delicious food on their personal online platforms. After these star products reaching a certain degree of attention, e-commerce platforms can make their way to sell them in large quantities through live broadcast. For example, New Oriental's "Oriental Selection" has become a phenomenon-level online agricultural product carrier economy through the creation of Dong Yuhui, a cultural blogger. The digital age has made telecommuting possible, and it has also provided many young people with more convenient and flexible employment channels.

2.4 Online education and online courses

The employment method of normal students is not only the direction of offline training institutions, but also online training, such as the booming fine arts, art, musical instrument online courses, which have developed rapidly in the post-epidemic era, but also become a channel for individual flexible employment.

2.5 Sharing economy and new consumption

Upgrading and innovation in intelligent product and business model in areas such as sharing employees and sharing services, sharing medical care, and sharing tourism, help us develop new ways of living consumption, and cultivating high-end online brands. We need to promote the construction of digital experience products in tourist attractions and enrich the experience content of tourists. For example, Oriental selects a new tourism product "10 people self-group" sold online to try to expand online tourism which let the tourists have a better experience. For example, the food and beverage sector analyzes the taste of fast food and beverage delivery and sales through digital analysis. Brands develop innovative products through big data analysis of customer profiles, such as Luckin Coffee's various co-branded products, which are derived from the digital economy generated by coffee taste analysis, generating a "multiplier effect".

3. Methods to enhance college students' digital employability

3.1 Enhance professional and innovative capabilities

In the era of digital economy, technology has become a key factor for the survival and development of enterprises. In the second and third industries with a high penetration rate, the digital economy is more deeply integrated with the life service industry, but it is not sufficiently integrated with the industrial and producer services.^[4]There is still great potential for improvement in the integration of the digital economy and industrial industries. College students should focus on improving their professional skills and constantly learn new technologies and knowledge to meet the market demand. Specifically, college students can improve their professional skills in the following ways: First, continuous professional accumulation. The accumulation of majors can enable college students to better master theoretical knowledge and improve practical ability to cope with various changes in society. The second is to go deep into the front line hands-on practice. Internship can let college students understand the actual operation process of enterprises and solve practical problems. The third is the ability to study the discipline competition. Participating in

various professional competitions can make college students better grasp professional knowledge and improve their ability to solve practical problems. Fourth, learn to work as a team. Many walk far, alone slow. Teamwork is a necessary working ability in modern society. Fifth, attend courses on innovation and entrepreneurship. Individuals should understand the process and method of innovation and entrepreneurship, and improve the ability of innovation and entrepreneurship.^[5]

3.2 We will strengthen comprehensive employability

The digital economy has an even stronger demand for composite talent. Especially politics, economy, culture, innovation and technology. College students should improve their comprehensive quality. Specifically, colleges and universities can improve the comprehensive quality of students by offering the following courses: First, develop more high-quality online training courses to meet the growing demand for information. Improve professional skills and develop teamwork. Second, we will build more platforms for social practice. Students are encouraged to participate in social practice to understand society, improve social responsibility, and cultivate practical operation ability and executive power. Third, we will comprehensively promote volunteer work. There are many kinds of volunteer services in colleges and universities, and their backgrounds are diverse. Encouraging students to carry out volunteer activities in key areas of the country can help them better understand the society and improve their sense of social responsibility. Fourth, major discipline competitions will be awarded. Participating in various discipline competitions can comprehensively test students' professional skills and knowledge and develop innovative and creative thinking.

3.3 Choose flexible and diverse employment

In the era of digital economy, enterprises' demand for talents is more diversified, and college students can increase their employment opportunities by diversifying employment. Specifically, college students can achieve diversified employment in the following ways: First, choose the digital industry. The digital industry needs a large number of talents with relevant professional knowledge and skills, and college students can choose the digital industry supported by the government as the employment direction. The second is to choose three types of foreign-funded enterprises. The demand for talents in foreign-funded enterprises is more diversified, and college students can choose foreign-funded enterprises as their employment direction. The third is to choose entrepreneurship. At present, the state provides entrepreneurial support through multiple channels, including registered companies and financing loans for small and micro enterprises. Starting your own business can also give play to your talents to provide jobs for the society and achieve value creation. The fourth is to choose freelance work. Freelancing allows college students to choose work content and time more flexibly, and better balance work and life.

4. Promoting education reform to adapt to the digital economy

Education is strong, the country is strong, the current way of higher education is the education of industrial assembly line. If we don't change, we will leave our entire national education behind in the global digital economy. Therefore, education should speed up the development process of reform, and it is urgent. Especially higher education. Employment is the biggest livelihood project, schools should change the mode of talent training, strengthen the "school-enterprise research and development cooperation, talent transportation cooperation" and enterprises directly face the entrepreneurship and challenges of the market. We should promote the employment of college students so as to increase more practical ways to educate people and improve the employability of

college students in core majors, innovation, entrepreneurship, comprehensive literacy and flexible employment.

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