

Research On Employment Difficulties and Solutions of College Students

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Abstract: In recent years, the employment of college students has always been a hot topic of social concern. Moreover, the sudden outbreak of novel coronavirus pneumonia in 2020 brought a huge impact on employers' recruitment and disrupted the pace of job hunting and employment for graduates. Since the 1990s, China has reformed the employment mode of college graduates from lump sum distribution to two-way choice and independent job selection. The realization of employment requires the efforts of both the market demander and the graduate supplier. Under the epidemic situation, the government, society and colleges and universities have taken various measures to make every effort to ensure that this year's graduates can graduate smoothly and get employed as soon as possible. With the development of Internet technology, it is a good idea to create employment information across regions and share and strengthen the supply and demand convergence of the employment market. Therefore, it can try to lead universities and enterprises in various regions to jointly build a job search service platform for employment information sharing, provide college students with multi-channel, multi-level and all-round employment information, provide enterprises with accurate and suitable talent push, improve information matching, and effectively connect market supply and demand. This will really promote college students to achieve high-quality employment and open up new ideas for college students' employment.

1. Introduction

The difficulty of finding jobs for college graduates has always been a major problem in Chinese society, and this year it has become particularly difficult due to the impact of COVID-19. The establishment and development of the socialist city Yang economy, the continuous optimization and upgrading of industrial structure, and the development of high-tech, such as artificial intelligence, virtual reality are posing more and more challenges to college graduates and becoming more sophisticated, college graduates have a lot of challenges in the current period of social transition, one of the most prominent two characteristics is large employment, employment peak last a long time. In recent years, the number of college graduates in the country has increased year by year, coupled with graduates precipitated in previous years, and the number of social posts cannot keep up with the increase in the number of college graduates, so the overall employment situation of college students is becoming more and more severe year by year. The other is structural oversupply. The mismatch between the quality of college graduates and the needs of society further aggravates the phenomenon of difficult employment. These dilemmas are waiting to be solved.

First, the number of college graduates increases, from the "seller" market to the "buyer" market. Second, the employment structure of college graduates is unreasonable. There is a contradiction between the school specialty setting and the social market demand in the specialty structure. From the perspective of the regional structure, employment is affected by economic development. Economically developed areas have a great demand for talents and good employment policies, so the employment situation is relatively clear, and employment channels are relatively smooth. Economically underdeveloped areas provide fewer posts, the employment situation is not optimistic, lack of talent, and cannot retain talent, resulting in brain drain. Third, the employment concept of college graduates is backward. College students tend to focus only on big cities and large enterprises while ignoring their

own professional characteristics and future development prospects. They are not willing to go to remote areas and start-up companies, so they miss many valuable employment positions.

2. Literature Review

Japan's employment situation is similar to that of China. People like to be civil servants and hope to have stable jobs. In this case, Japanese universities will contact enterprises before the enrollment season and provide guidance to college students. At the same time, you must participate in the enterprise briefing. In Germany, some many laws and policies are very good for safeguarding their own college students. For example, it is difficult for the German Labor Bureau to recognize foreign top university talents. Even if German enterprises employ them, they can't go to class. There is a rule in Germany for college students who have not found a job locally. To sum up, college students can help enterprises for 6 months free of charge, and can't take a vacation. In this way, enterprises can hire them if they think they have strong working abilities [1]. In recent years, with the improvement and development of higher education, the number of college graduates has increased every year. While meeting the social demand for high-quality talents, it also brings serious employment problems. The difficult employment of college students has social factors, their own factors, and the factors of college enrollment. In order to solve the difficult employment problem of college students, we must start from many aspects, such as college society, college students themselves, and colleges, to promote the employment of graduates to get rid of the current predicament. Getting on the right track requires the joint efforts of all parties [2]. It is the best time for colleges and universities to scientifically judge college students' employment difficulty—effective allocation of educational resources, the key to fully promoting college graduates' employment. Due to the lack of unemployment facts and the difference in the degree of employment difficulties of college students, it is suggested to combine empirical reasoning with dynamic evaluation to determine whether college students have employment difficulties [3].

First, go to the job search website to find the enterprise. After locking the target, you must go to the company's website to learn about the company. Then try to send an email to the company as much as possible to show your sincerity. Finally, put your resume in the website database and let the job come to you [4]. From the data point of view, China's economy is developing rapidly. However, employment issues still plague many college graduates. Liu pointed out in this article that according to the United Nations Trade and Development Organization's forecast, China's economic growth in 2005 will still maintain a high rate of 8.8%. Liu believes that this data shows that China in 2005 is ushering in the best period of economic growth in recent decades and analyzes this problem in conjunction with the growth rate of China's economy since 2000 [5]. Employment is a grand subject of the whole society. China has always attached great importance to the employment of college students, especially since the international financial crisis has formulated a series of policies and measures to support and promote the employment of college students. Xie Sufang mentioned that data from the Ministry of Education showed that as of September 1, 2009, the employment rate of college students in 2009 reached 74%. Xie Sufang believes that this is already a huge achievement, but there are still some deep-seated problems that cannot be solved by existing policies that need to be addressed regarding the employment of college students [6]. The reasons leading to college students' employment difficulties mainly come from the external environment and college students' own factors. It is necessary to improve the talent training mechanism of colleges and universities to promote the growth of college students. Construct a long-term and effective professional practice support system based on vocational guidance theory; Grasp national policy theory and guide students to obtain employment through multiple channels; Strengthen the psychological guidance of graduates to solve the employment difficulties of college students [7].

To determine the academic impact, a survey was conducted on college students' employment performance (if any). One questionnaire was sent to professors at three four-year colleges on Long Island (New York); The different day courses were chosen randomly. The final sample, N =257, represents about 30% of responses. The completed surveys were roughly evenly distributed across the

three schools and represented different majors and years at the university. About 35 of them, 65 percent are business students, 65 percent are arts and science students and it's pretty evenly split between men and women. Thirty percent reported working 10 hours or less or not at all; About 15 percent work 10 to 20 hours a week; And the remaining 55 percent work more than 20 hours a week. Grade-point average Analysis of grade-point averages for students working more than 20 hours a week found no significant difference for those working less than 20 hours. These findings are consistent with previous research showing that neither worked during full-time college nor the hours worked seem to impact students' overall performance evaluations [8] negatively. Also, it focuses on the increasingly prominent problem of employment for college graduates. By analysing the main reasons of employment difficulties and the influence of society, universities, families and individuals on the employment problems of college students, this article puts forward the countermeasures to solve the problem from the government's measures, adjustment, and transformation of the employment concept of college talent training, the psychological adjustment of families and personal perspective, and the innovation of employment thought of units. In the new period of rapid development of the national economy, the adjustment of the national economic structure and the expansion of college enrollment make the problem of difficult employment of college students more prominent, which has become a serious social problem. There are many reasons for this problem, such as social factors, higher education, family influence and individual factors. In order to effectively utilize talents and promote the further development of the national economy, it is urgent to solve this problem [9]. The economic new normal has become a necessary stage of China's economic development. In order to promote the effective entrepreneurship of college students under the influence of economic new normal research on the impact of economic new normal on college student's entrepreneurship and the main difficulties faced by college student's entrepreneurship under the economic new normal has been carried out. Research Results: The new normal of economics promotes more entrepreneurial needs, requires more college students to participate in entrepreneurship and requires impressive promotion of entrepreneurial efficiency for students. However, the current entrepreneurial environment cannot meet the urgent need for college students to start their own businesses. What is more important is that the lack of entrepreneurial capital, the lack of entrepreneurship education for college students, the low entrepreneurial quality of college students and the prejudice of the relationship between the society seriously hinder the development of the university students' business companies. Therefore, to support college students to strengthen entrepreneurship and optimize the entrepreneurial environment, innovate financing channels for entrepreneurship, and innovate college entrepreneurship education system and social support [10].

3. Employment situation of college students

3.1 College students' employment difficulties

The school pays attention to the cultivation of theoretical knowledge, which has a big gap with social practice. In the actual work, students are required to have practical and innovation abilities, and the current education is more scripted to instill theoretical knowledge. Students only have knowledge but not flexible use. Although most schools will arrange students to do internships, most students tend to resist because of the strong "utilitarian", which affects the effect of practice and the cultivation of ability. Even if the internship unit arranged by the school is not satisfactory, but students cannot waste this time. Students can combine their own life planning to find more conducive to the student's future development of internship work

College students have too idealized thoughts. Their high expectations have become a problem. Part of them has not experienced setbacks of college students, the students think they have a college degree, not sorrow can't find a good job after graduation, for the average job don't want to try, even psychological feel undergraduate course graduation, some bitter and tired job very lose face, the result is sitting home all day while browsing recruitment information, suitable for their jobs, such as, For this kind of college students with lofty aspirations and lofty aspirations, unemployment is inevitable.

Colleges and universities expand the scope of enrollment, resulting in an oversupply of talent. The number of college graduates in China was 1.14 million in 2001, but with the continuous expansion of college enrollment, the number of college graduates in China has reached 8.74 million in 2020. The number of graduates has reached a record high, but now it is difficult for enterprises to do so. Many enterprises are downsizing, which leads to the situation that the supply of talents exceeds the demand in the job market. In addition, most of the positions with a large talent gap are sales positions, such as insurance salesman, real estate salesman, and car salesman. Many college students are unwilling to work in sales, which also leads to a narrower employment path.

3.2 The causes of employment difficulties for Chinese college students

The educational model of Chinese universities itself is strict in, wide out, and many students are well aware of this. When they enter college, some students are so comfortable with the relaxed environment that they choose to live their lives the way they want. Unable to ensure daily attendance, to the final exam when the choice to cheat to get a passing result, every day with three or five friends to play games all night, these phenomena are very easy to appear in the body of contemporary college students. After four years, students have not learned the real skills. The ability is insufficient

Some students are used to a comfortable life in school and feel very afraid to enter society. Their favorite classmates surround them and the price of the school is generally low. However, after finding an internship in the society, they find the company's environment is completely different from that of the school. Getting along with colleagues is not as easy as he imagined. Besides, he gets 3-4 yuan of salary every month. Besides rent and basic living expenses, he has no savings in his hands for several months. The sudden pressure is not easy for everyone

The most fundamental reason why college students find it difficult to get employment is that the competitive pressure is relatively large and the number of students is large. After all, the number of jobs available to students has not changed much in recent years, but as the number of graduates increases year by year, fierce competition has formed among them. Moreover, many enterprises attach great importance to the level of students' undergraduate institutions, so some of them have the ability, but their schools are not particularly good students lose good opportunities

3.3 Employment problems encountered by college students

The students do not pay attention to the first job, the initial choice was selected in chaos. There is a mistake in college students' employment that the first job they find after graduation is to support themselves. The first job is very important for a person's career, unless the person has the talent to be a senior white-collar or professional manager or the luck and opportunity is very good, otherwise once a person works, he will move in the future how big the circle, basically from the first job start circle. College students have just stepped into society, the first job for you to bring a professional habit. Therefore, when college students choose to work, they cannot hold the mentality of supporting themselves temporarily, nor can they say that what they do today is not their own career, nor a career, so the first employment is fundamental, calm and prudent, and serious choice is fundamental.

It has a serious phenomenon of following the trend, which lacks independent career goals. With the increase of college graduates year by year, in the employment process, college students have blindly followed the phenomenon in many job fairs. Most professional students favor some well-known enterprises or popular positions, many students regardless of their career ideal. These hot door enterprises are consistent. Whether the conditions are in line with the needs of those hot jobs, often rush to apply. Although college students attach great importance to and pursue hobbies and personal talents, they often lack scientific and reasonable career planning in the face of reality. When they are looking for a job after graduation, they don't know what to do for a while. They are confused about employment and then follow the crowd.

College students' career mentality is not good. Due to the pressure from all aspects of society, college students are easy to fall into confusion and anxiety after setting foot on the way to find a job, especially when they run into a wall everywhere. Many college students become unsure of themselves

after hitting a brick wall, then lower their expectations, or feel more and more unworthy, even washing the dishes. If you hit a wall after a row, you may get disorganized and lose direction

4. Measures to solve the employment difficulties of college students

4.1 College students need to strengthen their self-awareness

How to define yourself accurately? First of all, we should have an objective understanding of ourselves and know what we can and cannot be competent for. Next, we must have a sober understanding of the current employment big background. In the process of seeking employment, we should have an objective understanding of ourselves and make a long-term plan for employment.

Planing students' career is a reasonable choice. After graduation, college students will face a complicated society. To gain a foothold in such a society, they need to acquire material things and show their own value. However, the reality is that most college graduates fail to make a correct orientation of their career direction and are confused about what career they will pursue in the future. Many graduates do not consider future career development and often pay too much attention to the company's reputation when choosing a company. Therefore, it is very important for college graduates to make career development plans according to their own characteristics.

Also, it's selective to adjust their knowledge structure fully. It's a good selection to fully adjust their knowledge structure and adapt to the requirements of social development. They will learn the knowledge to summarize and re-conditioning so that the professional knowledge can maximally play its role. The knowledge structure that can adapt to social development is an important requirement of employers for positions, a solid foundation for a career, and an important guarantee for job seekers in the process of job hunting.

4.2 The ways that students increase their employment rate

Vocational qualifications are a stepping-stone to certain special positions. College life is relatively free of time, it is a good time to obtain professional qualifications. It is also the most suitable for college students to pack their own equipment. The first one is the relevant skills certificate of future career direction. Some students may not be satisfied with their current major, so they plan to find a new job after graduation. Therefore, at this time, the vocational qualification certificate of students should face the future job, not be limited to their major. Although there is no relevant professional knowledge, students may feel special hard in preparing for the exam, and finally, bring obvious benefits.

Driver's license, now the streets are full of cars, will be used in many places in the future. Perhaps, students feel that they have no money to pay for a car after graduation. Maybe the company will get you a car after you start work. Nowadays, your driving license is just like your cet4 and CET6 certificates and computer registration certificates. Companies like to hire people with relevant work experience. Therefore, for graduates to the employment of the students, to increase work experience has become one of the tasks during the university. Some schools will organize students' social practice, which is a very good opportunity. But some schools do not offer this opportunity, so they have to explore opportunities on their own. But there's one big caveat: it has to be a job offer from the right person. Now there are too many cheaters. Strangers offer job opportunities. Students should be very careful.

5. Conclusion

In the 1990s, China's Ministry of Education decided to expand university enrollment to get the opportunity to enter the University. Presumably, the official made such a decision only to introduce more talents, but a series of unexpected problems emerged. As the number of college students increases year by year, many students choose to improve their education to send a more powerful signal in the labor market. However, after improving their education, most of the jobs they find do not match their education, resulting in the employment difficulties of college students. This paper analyzes this problem and puts forward the corresponding solutions.

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