

# Analysis of Improving the Employment Quality of College Graduates

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## Abstract

**There are still many difficulties in ensuring the employment quantity and improving the quality of university graduates. In order to promote the coordinated development of the quantity and quality of college graduates' employment, we should improve the employment policy and build the employment service platform, change the employment concept and cultivate the core employment ability, innovate the training mode and improve the quality of higher education, coordinate the labor relations and build the labor security system.**

## Keywords

**College Graduates; Difficult Employment of University Graduates; Employment Quality.**

## 1. Introduction

In the 1990s, in order to give full play to the human resource allocation function of market economy, the employment system of university graduates changed from "unified distribution" to "independent employment selection". College graduates need to find suitable jobs instead of the state. Human capital is allocated by the market through competition and free choice. The contradiction between supply and demand, policies and reality make the employment of college students become the focus of social concern. Since the large-scale expansion of the national universities in 1999, the number of university graduates has increased year by year, and the problems such as "difficult employment, low income and slow development" have gradually emerged. Effectively coping with employment pressure and stabilizing employment situation has become the focus of employment work of university graduates. At present, China's economy is in the critical period of structural transformation and upgrading. With the multiple overlapping of uncertainties in the global economic downturn, global production chain supply chain and value chain cycle, the employment pressure of university graduates has a trend from short to long-term. In addition, the structural contradiction of employment of university graduates is still prominent. While ensuring the number of employment, efforts should be made to improve the employment quality of university graduates. To lead the university graduates to open their horizons with socialist core values; To cultivate the basic ability of university graduates by general education; It is the only way to improve the quality of employment of university graduates by guiding the university graduates to unite their development spirit with professional ideology. The satisfaction and development of employment posts are the essential problems affecting the employment of university graduates. How to adjust the employment orientation and employment structure, and then promote the improvement of employment quality has become a new focus of the study of college graduates' employment.

## 2. Core Problems and Analysis of Employment of University Graduates

### 2.1. Current Situation

College graduates are important human resources in the labor market. Due to lack of work experience, immature mentality and deviation of career matching, the employment situation is not optimistic. According to the employment report of Chinese college students in 2019 issued by Macintosh Research Institute, the employment rate of the graduates in 2018 is 91.5%, of which the employment rate of undergraduate graduates has been declining by 91.0% continuously and 1.6% compared with 2014; The employment rate of the graduates of higher vocational colleges is 92.0%, which is 0.5% higher than that of 2014. The rapid expansion of higher education increases the number of labor supply for college graduates. When the wages of university graduates are flexible, if the supply of university graduates is larger than the increase of demand, the relative wage will be reduced and the employment quality will be reduced; When the salary of university graduates is lack of flexibility, if the supply of university graduates is larger than the increase of demand, the employment quantity will decrease, and the market result of the increase of unemployment will occur. If the employment problem of college graduates is not only caused by the waste and loss of human capital, but also more serious social problems will be caused. Therefore, providing effective labor supply, striving to improve the quality of employment and achieving the coordinated development of the employment quantity and quality of college graduates have far-reaching impact on the healthy development of the labor market.

### 2.2. Cause Analysis

The difficulty of employment of university graduates is caused by the mutual search between college graduates and employers under the background of labor market segmentation. It is difficult for university graduates to obtain matching positions, while enterprises cannot recruit suitable employees. The reasons for the employment dilemma of college graduates are as follows: from the perspective of demand, new technology and new economy break the fixed and one-way traditional employment mode. A new round of industrial revolution has led to the intelligent, digital and information-based production means. A new employment form with flexible and collaborative working mode, employer removal and platform emerged. The new employment form is not only a new employment mode, but also brings about the technical transformation of the industrial model and the fundamental change of the enterprise form. The impact on the labor market cannot be underestimated. With the wide application of big data and artificial intelligence technology, the labor market with the coexistence of traditional industrial form and new employment form is full of opportunities and challenges, which puts forward higher requirements for the quality of college graduates. It is not only the urgent task of higher education power but also the long-term strategy to cultivate and cultivate talents with diversified skills and provide intellectual and talent support for China's industrial development and international competition. From the perspective of supply, on the one hand, the expansion of higher education leads to the large scale of college graduates, which leads to the situation that the supply of labor market is more than demand. The over expansion of higher education is one of the important reasons for employment difficulties, underemployment or unemployment increase, and the graduates of higher education have extrusion effect on the employment of the non higher education groups. The imbalance between supply and social demand of vertical and horizontal professional structure of higher education results in structural contradiction. On the other hand, as far as the graduates are concerned, there is a possibility that they are not competent for certain occupations due to their lack of employment ability. Employability depends on the knowledge, skills and attitudes of the individual

graduates, the way they use, allocate, show employers the capital and the specific environment in which they search for work.

### **3. Conclusion**

Employment is the basis of people's livelihood. The increase of employment quantity and the improvement of employment quality complement each other and are inseparable. The improvement of employment quality can actively promote the growth of employment. Sufficient quantity and quality employment is an important path to meet the higher social needs of workers. The only way to solve the imbalance and insufficiency of development is to realize the coordinated development of employment quantity and quality; It is an important choice for the people to have more sense of acquisition; It is a prerequisite for the realization of the growing number of people for a better life. Individual factors, family background, school education and social environment may directly or indirectly affect the employment of university graduates. Therefore, the solution to the employment problem of university graduates should be coordinated by family, school and government, so as to realize the coordinated development of the employment quantity of university graduates.

#### **3.1. Improve Employment Policy and Build Employment Service Platform**

In order to ensure the coordinated development of the employment volume of university graduates, the government should play a guiding role, and promote the balance of supply and demand in the labor market through macro-control and policy guidance, and realize the reasonable allocation of human resources. The promulgation of employment policy, improvement of employment environment and the development of employment training are important to guide college graduates to establish correct employment values and help them solve the problems of employment quantity and quality. We should strengthen the policy support to stabilize employment and try our best to create jobs for college graduates; We should improve the quality of human capital of university graduates and cultivate their ability to adapt to the new economic environment; We should build employment service platform with the advantage of domestic labor market, and promote the exchange and cooperation between university graduates in different regions.

#### **3.2. Change the Concept of Employment and Cultivate the Core Employment Ability**

Under the influence of complex and changeable social factors, the employment intention of university graduates tends to be diversified under the influence of many factors such as education level, family conditions and living environment. The core competitiveness of college graduates is cultivated based on knowledge and skills, innovation in learning, integration and utilization of resources in innovation, and help college graduates adapt to the employment environment as soon as possible. The university graduates' values and employers' values should be coordinated and unified, the great ideal and correct employment outlook should be established, and the professional spirit of loving the post and working hard and enterprising should be carried forward. Further strengthen the construction of psychological quality and the cultivation of adaptability to the workplace, so that the graduates can face the increasingly fierce professional competition environment with a positive and optimistic attitude.

#### **3.3. Innovate the Training Mode and Improve the Quality of Higher Education**

The wide application of artificial intelligence and the vigorous development of digital economy have a great impact on the labor market. Higher education needs to adapt to the development of the times, scientifically plan the professional setting and curriculum setting, and constantly deepen the reform of education methods and improve teaching management. Only by

organizing and planning teaching according to their aptitude and responding to the change of labor market demand quickly, college graduates can enter the professional state quickly. We will promote and realize the development of higher education connotation, optimize the structure and improve the quality, and guide the colleges and universities to speed up the reform of enrollment and training system for the talents in short supply. To meet the individual development needs of students, follow the logic of discipline talents training, take virtue as the guide, mainstream value education, general education and professional education combine to cultivate diversified and innovative talents.

### 3.4. Coordinate Labor Relations and Build Labor Security System

In order to cope with the rapid changes of labor market and employment situation in China, labor market systems such as labor laws and regulations, minimum wage system and trade union have been formed, evolved and perfected. The rapid development of labor market system construction provides guarantee for harmonious and stable labor relations. Under the new economic background, the structure of labor market has undergone great changes, the reduction and disappearance of traditional employment posts, the gradual formation of new employment forms, and the changes in employment relations have led to a new pattern of labor relations. Harmonious labor relations and sound labor security system can not only fully protect the rights and interests of workers, enhance the unity and stability of employers, but also promote the coordinated development of the number and quality of employment through the labor market adjustment mechanism.

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