

Status Quo and Promotion Strategies for High-level Employment of College Graduates under the Internet+ Mode

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Abstract: Against the backdrop of global economic integration and the rapid development of information technology, “Internet Plus” has become an important force in promoting the transformation and upgrading of various industries. As the fresh blood of society, the employment status of college graduates directly affects the development of human resources and economic growth of the country. However, in recent years, with the continuous increase in the number of college graduates, the traditional employment model has gradually revealed its inadequacy, especially in the contradiction between the demand and supply of high-level talents. Starting from the analysis of the current situation, this paper discusses how to enhance the employability and market adaptability of college graduates through effective strategies in order to realize higher-quality employment.

Keywords: Internet+; College Graduates; High Level Employment; Promotion Strategies

1 Introduction

With the rise of the Internet+ model, the employment of college graduates has faced new challenges and opportunities. Internet+ mode provides graduates with more employment opportunities and entrepreneurial platforms, and at the same time changes the traditional employment mode and concept. Therefore, it is of great practical significance and theoretical value to study the employment status of college graduates under the Internet+ mode and the promotion strategy^[1].

Scholars at home and abroad have conducted extensive research on the employment status quo and promotion strategy of college graduates under the Internet + mode. They have mainly studied the impact of the Internet+ mode on the employment market, the changes in the employment demand of college graduates, and the entrepreneurial opportunities under the Internet+ mode^[2]. Foreign scholars have accumulated rich experience in career guidance, entrepreneurship education and employment policy, while domestic scholars pay more attention to the employment opportunities and market demand under the Internet+ mode^[3].

However, there are still some shortcomings in the current research. First, the research on the employment status and characteristics of college graduates under the Internet+ mode is relatively insufficient and lacks systematicity and depth. Secondly, the existing research

focuses more on description and analysis, and lacks in-depth exploration and empirical research on promotion strategies^[4]. In addition, comparative studies on the employment situation of graduates from different types of colleges and universities, different specialties and different regions are still weak and lack a comprehensive and integrated research perspective.

2 Comprehensive survey and sample data situation

This paper takes the 2020 and 2021 graduates of some colleges and universities in province H as the research object, and conducts a network questionnaire survey using "Questionnaire Star", taking the 2021 graduates as the analyzing object and comparing the same options with the 2020 graduates. In order to ensure the validity of the data, only the graduates were contacted to pass out the questionnaire, or contacted the counselor or class teacher of the graduating class to assist in distributing the questionnaire^[4]. The questionnaire was set up with 26 questions, including employment intention, employment influencing factors, etc. A total of 373 copies were retrieved, 53 invalid questionnaires were excluded, and a total of 320 valid samples of college graduates participated in this research, with 217 male students, accounting for 67.81%; 103 female students, accounting for 32.19%^[5]. There were 79, 211 and 30 college, bachelor's degree, master's degree and above respectively. The sample data includes 12 first-level academic disciplines such as management (28.7%), engineering (15.5%), education (11.3%), economics (10.5%), science (10%), medicine (8.9%), literature (8.1%), art (5.0%) and law (2%). From the data of the sample of graduates, the number of employed persons is currently 225, accounting for 70.31%, and the number of unemployed persons is 95, accounting for 29.69%. As shown in table 1.

Table 1 Sample data situation

	causality	quantities	percentage
distinguishing between the sexes	schoolboy	217	67.81%
	schoolgirl	103	32.19%
education attainment	three-year college	79	24.69%
	undergraduate (adjective)	211	65.94%
	Master's degree or above	30	9.38%
Family of disciplines at the first level	management studies	92	28.75%
	industrial science	49	15.31%
	pedagogical	36	11.25%
	economics (as a field of study)	33	10.31%
	School of Principle	32	10.00%

	study of medicine	28	8.75%
	literary	26	8.13%
	art	16	5.00%
	legal studies	6	1.88%
Employment	already employed	225	70.31%
	unemployed	95	29.69%

3 Employment characteristics of the group of fresh graduates in the new situation

3.1 Characteristics of employed recent graduates

As shown in table 2, A total of 225 employed persons were included in this study, presenting the following characteristics:

Table 2 Characteristics of employed recent graduates

	causality	proportions	Proportional changes
Matching of employment positions with specialties	Matches or compares	74.3%	+12.5%
	general	10.4%	-11.7%
	Irrelevant or very irrelevant	15.3%	
Salary levels for recent graduates	Less than \$3,000	7.4%	-
	3,000 to 5,000 yuan	8.4%	-
	5,000 to 8,000 yuan	70.7%	-
	8,000 to 10,000 yuan	10.4%	-
	10,000 to 15,000 yuan	1.5%	-
	15,000 to 20,000 yuan	1.2%	-
	More than \$20,000	0.4%	+
Employment satisfaction	very happy	48.0%	-
	Generally satisfactory	23.0%	-
	unsatisfactory	6.0%	-
Employment default rate	2021	8.7%	-5.1%

The rate of job matching with majors is high and still getting higher, and the willingness to continue to work in this industry in the future is high. The survey data shows that 74.3% of the respondents believe that the attributes of employment positions are compatible or relatively compatible with their own majors, 10.4% believe that the relevance of their positions to their majors is average, and 15.3% believe that they are irrelevant or very irrelevant. Comparison with the May 2020 survey data reveals that the degree of correspondence between this year's graduates' jobs and their majors has risen considerably, with the 2020 data showing that 61.8% of the jobs' correspondence with their majors were compatible or relatively compatible, and 27% thought they were irrelevant or very irrelevant, and in 2021, these two figures have increased

by 12.5% and decreased by 11.7%, respectively^[6]. Employment satisfaction is high and the rate of employment default has decreased. Through the employment satisfaction survey of the employed students, it is found that the overall satisfaction rate is more than 86.3%, of which 48% are very satisfied, 23% are generally satisfied and 6% are dissatisfied. The percentage of employment default is 8.7% in 2021, which is 5.1% less than that in 2020, and the main reasons for the reduction of default are satisfaction with salary (30.3%), better career development prospects (28.6%), satisfaction with the job position (16.1%), not wanting to look for a new job (9.4%), moderate intensity of the work (10.6%), and others (5%).

3.2 Characteristics of unemployed recent graduates

Table 3 Characteristics of unemployed recent graduates

	causality	proportions
Factors affecting students not in employment	Professional restrictions	24.5%
	Lack of self-experience	30.0%
	Low access to employment information	18.8%
	Epidemic prevented internships	29.0%
	Self-capacity issues	11.0%
	No employment intended	9.0%
	Apply for civil service or career	28.0%
	student enrolled in graduate school	32.6%
	Simultaneous participation in public recruitment and graduate school	10.0%
Choices among students retaking the exam	Find a job first and take the exam while working	48.0%
	Just give up looking for a job and keep taking the test	52.0%

As shown in table 3, Low motivation for employment and low desire to find a job. Some students are not in a hurry to find a job, have low motivation for employment and low desire for job search. The results of the survey on the influencing factors of not being employed showed that 24.5% were due to the restriction of their majors, 30% were due to the lack of their own experience, 18.8% were due to the lack of access to employment information, 29% were due to the inability to do internships because of the epidemic, 11% were due to the problem of their own ability, and 9% were due to the lack of employment intention^[7].

3.3 Other characteristics of the recruitment situation

Job searching channels have become more numerous, and the role of online recruitment has become stronger. 2021 graduates who have been employed end up working for the employer mainly through campus recruitment (on-site recruitment, recruitment posted on the official campus website), online recruitment (online double-selection meeting, employment APP), applying directly to the employer, and other channels, of which online recruitment has seen a significant increase compared with 2020^[8].

Stronger herd mentality. The research data found that both employed and unemployed groups show a trend towards small groups, i.e., dormitories as a unit or a smaller circle of friends tend to show a trend towards a common employment status. 81.2% of the respondents said that they themselves would be very active in employment after their friends were employed, and only 9.7% of the respondents said that whether their friends were employed or not would not affect their own attitude towards employment.

4 Analysis of employment problems of fresh graduates under the new situation

4.1 Problems in terms of the characteristics of the employed groups

Default rate rises after employment. Fresh graduates usually start looking for jobs from the fall of the last year of their senior year, at this time students are inexperienced, some students in the choice of employment to go, it is inevitable that the phenomenon of following the trend of their classmates where they signed where they also signed. There are also a small number of students see around the students have signed an employment agreement, the inner anxious, just sign an enterprise employment. This herd or hasty signing of employment is not stable, when students find better employment in the spring recruitment will not hesitate to breach the contract, and then re-sign a new enterprise.

The salary guarantee system is improving but still unsatisfactory. Graduates in the process of choosing a job is still the most concerned about salary protection. In recent years, although the employee protection system is gradually improving, more and more enterprises to provide employees with five insurance and one gold or even five insurance and two gold, but most of these enterprises are state-owned enterprises, institutions, joint ventures, and many small and medium-sized enterprises in the salary protection is still lack of strength, is not conducive to the long-term stability of the staff^[9].

4.2 Problems from the perspective of the characteristics of the underemployed groups

"Slow employment". Graduates are not highly motivated to find employment and choose to avoid the difficulties of employment when they are employed. Low motivation for employment is mainly affected by subjective and objective factors, with subjective factors mainly including psychological factors, ability factors, etc. Objective factors include fewer channels for obtaining employment information, inability to do internships, and restrictions on going out due to epidemic prevention and control^[10].

The lack of the concept of "employment before career choice". Among the unemployed group, some students wait until they find the company of their choice because they have high expectations of their intended position. The competitive pressure to find a good company is even greater. If they don't get into the ideal enterprise, some students still won't choose to be employed first, but stay in the state of choosing a job until they find a satisfactory job. Public recruitment and public examination as well as the examination of students who failed, many students choose to continue to participate in other institutions of recruitment or examination of the second battle, which undoubtedly has a huge resistance to employment.

5 Analysis of countermeasures to realize "stable employment" in colleges and universities under the new situation

5.1 Focus on graduates and differentiated career guidance

Conducting education on the concept of employment. The epidemic has accelerated the adjustment of industry turnover, while the employment needs of enterprises have also changed, and there is a paradoxical situation in which enterprises can't recruit people and students can't find jobs. Colleges and universities should guide students to establish a correct concept of employment, guide students to employment before choosing a job, in the case of greater competition for employment first employment, to ensure that there is a stable job, to be later through the exercise, to enhance their own capabilities, and then go after a better job after accumulating more work experience.

Strengthening the psychological pressure of employment. Fresh graduates are already anxious in writing thesis, thesis defense, etc., the pressure of employment makes a part of the students who already have poorer psychological ability to find a job even more worried about employment, resulting in resistance, avoidance, anxiety and bad mood. Colleges and universities should pay attention to the psychological health of graduates while considering the employment rate. For the psychological pressure caused by resistance to employment or can not find a job students, colleges and universities should actively take psychological crisis intervention to strengthen the employment of graduates of psychological counseling.

Targeted employment and entrepreneurship guidance. Employment workers in colleges and universities should grasp the employment dynamics of each student and carry out differentiated employment guidance for students in different situations. For students with family economic difficulties, job search care and employment guidance should be provided as much as possible. For graduates who have difficulty in finding employment and have failed many times in their job search, colleges and universities should provide one-on-one career guidance to help students analyze the reasons for their failures, restore their confidence, and provide career counseling until they find a job. For students with poor job-seeking skills, colleges and universities can organize job-seeking training classes to teach interviewing skills. For students of different majors, it is necessary to provide different employment guidance, precise positioning, differentiated guidance. For graduates who do not want to be employed but want to start their own business, we need to provide entrepreneurial guidance and entrepreneurial support to help students start their own business, from another aspect to realize "stable employment".

5.2 Enhancing school-enterprise cooperation and collaborative education

Introducing enterprises with high qualifications to provide students with high-quality jobs as far as possible. First of all, when introducing enterprises, colleges and universities can conduct enterprise inspection visits to investigate the qualifications of enterprises and ensure that the enterprises introduced are of high qualifications, so as to prevent graduates from signing up

for unqualified enterprises due to their lack of experience, which will affect the quality of their employment. Secondly, university-enterprise cooperation enterprises can provide students with employment internship positions and talent training programs, students in the enterprise internship, recognition of the corporate culture, familiar with the content of the work, the work is more likely to be competent, and after graduation can be directly signed by the university-enterprise cooperation units, employment is more stable.

Colleges and universities have introduced enterprises with sound and transparent salary guarantees. Setting up the threshold for enterprises to carry out job fair access, before employing enterprises come to school or carry out job fairs online, college employment staff need to understand the basic situation of the employer in advance, do a good job of vetting, and improve employment services. For the misrepresentation of salary and benefits, concealment of the true salary of the enterprise, to reject the door, reduce the students were not real salary treatment enterprise cheated, effectively avoid the termination of the contract, breach of contract occurs, for the students to find a job escort, and to promote the realization of the "stable employment".

5.3 Managing multiple channels of employment

Establishment of employment informationization platform. Through the campus recruitment network, employment service public number and other platforms, the collected and organized recruitment information is released in time, so that students can obtain employment information in time. At the same time, you can collect students' job-seeking materials and make job matches according to their job-seeking intentions, as well as their own specialties and expected salaries. For those with a high degree of job matching, job recommendations are made to help students locate suitable positions, thus promoting employment.

Expanding employment channels with dual online and offline channels. In the context of the normalization of epidemic prevention and control, online recruitment ensures both a reduction in personnel mobility and stable employment, so online recruitment has also become a popular recruitment method nowadays, which is welcomed by employers and students. Colleges and universities should keep up with the social situation and adopt the dual-channel approach of online and offline as much as possible to broaden employment channels, increase students' employment choices, and effectively promote student employment.

5.4 Promote policy throughout the process

In recent years, although governments at all levels and universities pay great attention to the formulation, release and publicity of employment policies, college students' awareness of employment policies is generally low due to the rapid changes in employment situation, large policy adjustment and strong randomness of publicity. It is necessary to focus on improving the mechanism, explore the establishment of the "four one" model, and set up a set of teams, which are specifically responsible for employment policy research; Produce a manual to collect and summarize employment policies; To form a directory and disclose the telephone numbers of local employment departments; Open a column to release important policy information on employment. It is necessary to pay attention to expanding channels, organize "Stay in the province employment publicity Month" activities every year, and take the form of photo exhibitions and lectures to comprehensively publicize and display the brilliant

development process of the province, preferential policies for employment and entrepreneurship, and the path of the growth of outstanding alumni, and effectively play the role of tying the heart and retaining people.

6 Conclusion

In the era of Internet+, college graduates face more employment opportunities and entrepreneurial possibilities. This study thoroughly explores the employment status and promotion strategies of college graduates under the Internet+ mode, providing useful ideas and suggestions for deepening the understanding and solving the employment problems of college graduates. By summarizing and analyzing the existing studies, we find some shortcomings and put forward the outlook of future research, hoping to provide scholars and policymakers in related fields with reference and inspiration.

Although this study has conducted some in-depth research on the employment status and promotion strategies of college graduates under the Internet+ model, there are still some shortcomings. First, the research on the employment status of graduates of some specific groups or specific industries is not deep enough, and it is necessary to further refine and deepen the research content. Second, empirical research on promotion strategies is still scarce, and more practical cases and data support are needed. Finally, although this study tries to analyze the impact of the Internet+ model on the employment of college graduates from different perspectives, the research on some emerging trends and new employment patterns has yet to be expanded.

In the future, we will dig deeper into the mechanism of the impact of the Internet+ model on the employment of college graduates, conduct verification analysis with empirical data, and explore more effective promotion strategies. Secondly, the combination with actual cases can be strengthened, and the employment of graduates from different types of colleges and universities, different majors and different regions can be carefully compared and studied, with a view to providing more targeted policy recommendations for different groups. Finally, it can focus on new employment patterns and entrepreneurial opportunities in the light of emerging technology and economic development trends, so as to provide more innovative ideas and strategies for the employment and entrepreneurship of college graduates. It is hoped that future research can provide useful support and guidance for college graduates to better adapt to the employment environment in the Internet+ era.

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