

# Study on the Employment Status of Chinese Higher Education Graduates in the Post-Epidemic Era

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**Abstract.** China's economic and social development has been significantly impacted by the unexpected outbreak of new cases of coronary pneumonia. Employment is the first effect. The most important source of income is employment, which is related to thousands of families and national security. In order to ensure that higher education graduates can realize fuller and higher-quality employment in the post-epidemic era, students should face the situation rationally and explore on their own initiative; make multi-directional choices and avoid following blindly; be positive and optimistic and maintain self-confidence; and enhance their abilities and develop in a comprehensive manner. At the family level, we should pay attention to employment and guide them correctly, provide support and full respect, and promote employment by linking home and school. At the organizational level, it is necessary to reconstruct the curriculum and emphasize practice; to involve all staff in employment education; and to cooperate with schools and enterprises for the mutual benefit of all three parties.

**Keywords:** Post-epidemic era, higher education, employment.

## 1. Introduction

The most important source of income is employment. People can only feel comfortable and society stable when employment is stable, which serves as the "barometer" of the economy and society. Employment work is very important to the Party and the state. The Party's Central Committee presented the "six stabilizers" and "six guarantors" in July 2018 and April 2020, respectively, with the goals of "stabilizing employment" and "preserving employment." The first item on the list is "preservation of employment". In China, the majority of newly hired workers are college graduates. Their employment is crucial to societal progress and stability, as well as the happiness of millions of families.

In recent years, with the expansion of the scale of higher education, the number of college graduates increased year by year, the employment pressure increases year by year, college graduates "difficult to find employment" problem is becoming more and more prominent. By the impact of the new crown pneumonia epidemic, 2020 college graduates employment structural contradiction is more prominent, the employment situation has never been more severe: 2020 college graduates reached 8.74 million people, higher than the scale of college graduates in previous years, and further increase the total pressure of employment; the new crown pneumonia epidemic impacted the economic and social development, compression of the market demand for employing people; multi-factors under the action of employment information asymmetric, unbalanced allocation of employment resources, the employment of the employment information, the employment of the employment of the graduates [1]. Asymmetry, uneven allocation of employment resources further aggravated ... 2020 the national urban survey unemployment rate reached a high of 6% in April, after which it began to decline, falling to 5.6% in August. However, the survey unemployment rate for people aged 20-24 with specialized education and above was 5.4 percentage points higher in August than a year earlier. A spokesman for the NBS said that from past experience, the surveyed unemployment rate is higher in July as college students concentrate on entering the job market, and it usually falls back in August. However, due to the impact of the epidemic, the unemployment rate of 2020 college graduates also rose in August, which fully demonstrates the arduous task of the pressure to preserve employment [2]." In order to effectively employ recent college graduates in the wake of the pandemic, departments at all levels

have worked hard to develop policies, provide top-notch services, and open up new channels; a variety of industries and fields have actively carried out their social obligations; and the Party and government have made the necessary deployments and decisions, and have made every effort to promote the employment and entrepreneurship of college graduates.

The current research on the employment status of higher education graduates mainly focuses on a specific region or a specific sports specialty, and the research conclusions have certain limitations. This paper defines the research object as the higher education graduates in the whole country, explores the employment situation of higher education graduates in the post-epidemic era and the existing problems, analyzes the reasons for the employment problems, and provides solution paths for colleges and universities to improve the cultivation system of higher education graduates and the employment guidance service system, and provides theoretical support for higher education graduates to continuously improve their comprehensive quality, and to face the difficulties of employment with a more positive mindset. It also provides theoretical support for higher education graduates to continuously improve their comprehensive quality and face difficulties in employment with a more positive mindset [3].

Driven by the strategic background of a strong talent country, all kinds of professionals are in demand, and the group of higher education graduates is getting bigger and bigger, which also leads to the increasingly fierce competition for higher education graduates' employment and a more and more severe employment situation. The influence of the epidemic and the deviation of the employment concept of higher education graduates themselves are also the reasons. This paper analyzes the employment status quo of higher education graduates in the post epidemic era, on the one hand, it can help higher education graduates to recognize the current employment situation, set up correct employment concepts, continuously strengthen professional knowledge, realize high quality employment, and avoid the loss and waste of sports talents; on the other hand, it can help to draw the attention of colleges and universities to the employment of higher education graduates, so as to improve the original On the other hand, it helps to draw the attention of colleges and universities to the employment problem of higher education graduates, so as to improve the original cultivation method to help higher education graduates realize fuller and higher quality employment [4].

## **2. Employment Situation of Higher Education Graduates in the Post Epidemic Era**

Citing the data released by the National Bureau of Statistics (NBS), due to the impact of the new pneumonia epidemic, the macroeconomic indicators in the first quarter, as well as the trend of various indicators in the employment market were not satisfactory. Among them, GDP fell by 6.8%, and the urban survey unemployment rate rose steeply from 5.3% in January to 6.2% in February, the biggest increase since the release of the data, and remained at a high level of 5.9% in March. This was a marked rise from 5.1% in January, 5.3% in February and 5.2% in March a year earlier [5]. In addition, some indicators of employment adequacy, as well as the quality of employment, have worsened. Under the triple pressure of tightening demand, blocked supply and reduced output due to the impact of the epidemic on the economy, college graduates have reached a record high year after year, and these factors have intertwined to contribute to the increasing pressure on college graduates.

New Opportunities in Crisis. In the first year after the end of the epidemic (2021), the government introduced a series of policy measures to promote employment and protect people's livelihood. In terms of broadening the level of employment, the government carried out measures such as joint recruitment in large and medium-sized cities, "24365 Campus Network Recruitment", and the Western College Volunteer Service Program, in order to solve the problem of the "last kilometer" of employment for college graduates; and in terms of facilitating the expansion of employment and recruitment by enterprises, in 2021 and 2021, the government introduced a series of policy measures to promote employment and protect people's livelihoods. In terms of promoting enterprises to expand the scale of employment and recruitment, the "14th Five-Year Plan for Employment Promotion" and

the "Circular on Further Improving the Employment and Entrepreneurship of College Graduates and Other Young People" were issued for two consecutive years in 2021 and 2022, respectively, to take state-owned enterprises as an example and steadily expand the scale of recruitment by enterprises, so as to provide a "supplemental injection" to the employment market. "supplemental needle"; according to incomplete statistics as of July 2022, a total of more than 82,000 community full-time staff positions have been released nationwide for college graduates [6, 7].

Opening a new situation in the midst of change. With the arrival of the "post-epidemic era", the industry's demand is now clearly differentiated, and the demand is clearer: enterprises are more concerned about students' communication skills and practical level. Citing Avery Consulting's Annual Job Search Report 2022, companies have changed their focus on students' attributes from execution and stability before the epidemic to communication skills and practical skills after the epidemic.

College students are sensitive to the changing needs of the job market. In the changing situation of the job market, most students realize that the competition in the job market has become more intense, and they need to work harder to improve their professionalism and practical skills while at the same time they should be more active in looking for various job-seeking channels and opportunities, and constantly adjusting their job-seeking strategies.

### **3. Reasons for the Employment Difficulties of Higher Education Graduates in the post-epidemic Era**

#### **3.1. Increased Competition for Employment and Higher Employment Thresholds**

The current job market is highly competitive, and the difficulty of employment has intensified. According to recently released official data, the number of college graduates in 2023 is expected to reach 11.58 million, an increase of 820,000 year-on-year, hitting another record high. The employment problem in China nowadays has basically developed into the employment problem of college graduates. The enrollment scale of colleges and universities has been expanding, and the number of students in all kinds of majors has been increasing year by year. China has the largest education system in the world, but higher education graduates show "more but not stronger" situation. Professional talents in the employment market, the situation of supply exceeds demand, employers' recruitment conditions continue to improve, in the recruitment of talents, will set up a variety of thresholds, such as restrictions on party membership, restrictions on graduates of key colleges and universities, restrictions on the level of competence and so on, resulting in structural contradictions in the labor market is prominent. For example, the number of high-level management talents, key industry talents, and top athletic talents is very small, and there is also an east-west difference in geographical distribution, with talents in the central and western regions being weaker in both quantity and quality. Coupled with the impact of the new Crown pneumonia epidemic in the past two years, the tightening of jobs and the continuous improvement of the requirements of the employers for talents have made the competition for employment of higher education graduates intensify and the difficulty of employment escalate [8, 9].

#### **3.2. Single Concept of Choosing Employment and Blindly Following the Crowd in Employment**

Employment concept is the consciousness, attitude and idea about employment. In a multiple response analysis of the key factors that higher education graduates pay attention to in their job search, it was found that higher education graduates pay the most attention to salary and wages when they are employed, followed by job stability and development prospects. This indicates that higher education graduates have more similar needs for jobs in the post epidemic era. A part of students are unrealistic about their own positioning and pursue high salary, with obvious utilitarian coloring. Some students do not have a clear career plan and have a herd mentality when choosing a career. Because

of the impact of the epidemic, most students are inclined to work in the system, many students choose to take the examination, teachers, civil service posts, career preparation category, few people are willing to go to work in the enterprise. There are also many students looking for work is not too clear what they really want to do, just want to have a stable, okay income job, many higher education graduates of the outlook on employment lack of subjectivity, blindly follow the crowd, can not accurately analyze their own strengths and weaknesses, to find suitable for their own positions, but only a one-sided analysis [10].

### **3.3. Insufficient Employability and Lack of Employment Guidance**

Employment ability is an important factor in determining whether higher education graduates can be successfully employed. When investigating and analyzing the ability characteristics of higher education graduates, it is found that the ability level of higher education graduates is the most insufficient, and the ability level is like the "knocking brick" of higher education graduates in the job market, which plays a pivotal role. Since a large proportion of higher education graduates are from rural areas, this may lead to the fact that most of the higher education graduates do not have enough material conditions to get this "knocking brick" for themselves. In addition to competency levels, many higher education graduates are also lacking in specialized knowledge. Competency level and professional performance play an important role in the employment of higher education graduates. Therefore, postgraduates must strengthen their own specialized technical level and professional knowledge [11].

## **4. Path Analysis for Improving the Employment of Higher Education Graduates in the Post Epidemic Era**

### **4.1. Grasp New Development Opportunities to Improve Employment Flexibility**

The construction of a new development pattern has brought new opportunities for industrial upgrading and development, and the expansion of employment of college graduates, in the final analysis, it should be driven by industry. It is necessary to vigorously cultivate leading enterprises and key enterprises that lead industrial development, and accelerate the development of 5G, block chain, the Internet sector, artificial intelligence, and other businesses.

Internet industry, artificial intelligence, chain, and other new kinetic energy development layout, support relevant enterprises to carry out joint technology research, and open up opportunities for opening "green channels" for key enterprises that attract and nurture talents, enterprises of different types and sizes, such as new and old, national, Chinese and foreign enterprises, to give full play to the complementary advantages of these enterprises, vigorously absorb college graduates for employment, expand employment capacity with industrial development, and empower industrial development with talent support.

The program will give full play to the complementary advantages of new and old, national, Chinese and foreign enterprises of different sizes. Consolidate the effectiveness of the development of the "three new" economies since the epidemic, actively promote the development of new businesses, incorporate flexible employment into employment priority strategies, give full play to the driving effect of new occupations on employment and entrepreneurship, and create a "new engine" for employment of college graduates.

The development of the "new industry" economy has been effective in actively promoting the development of new industries. According to data publicly released by the Bureau of Commerce of a certain city, as of the end of November 2020, the number of e-commerce stores in the city had reached 240,000, with a total of 350,000 online merchants.

As of the end of November 2020, the number of e-commerce stores in the city had reached 240,000, the total number of online merchants was 350,000, and there were 15,000 e-commerce enterprises, realizing an online retail turnover of 76.8 billion yuan.

While stimulating a new round of economic growth, it has led to the expansion of 250,000 jobs, becoming a new growth point in the supply of jobs [12, 13].

#### **4.2. Strengthening Vocational Skills Education and Training to Enhance Employability**

As an important support for building a new development pattern, deepening the supply-side reform in the field of human resources has given college graduates the opportunity to improve their skills, knowledge and professionalism.

The deepening of supply-side reform in the field of talents has put forward new requirements on the skills, knowledge, specialties and other employability of college graduates. To fundamentally improve the employability and employment quality of college graduates, it is necessary to alleviate the vocational and professional problems of graduates.

In order to fundamentally improve the employment ability and quality of employment of college graduates and alleviate the structural contradiction between graduates' vocational skills and professionalism and the requirements of jobs, it is necessary to focus on three aspects of work.

To fundamentally improve the employment capacity and quality of employment of college graduates, it is necessary to focus on three aspects of work. First, according to the new demands of the job market under the new development pattern, we should continue to push forward the adjustment of college specialties and expand the shortage majors.

First, according to the new needs of the job market under the new development pattern, we should continue to promote the adjustment of college specialties, expand the scale of training for talents in shortage specialties, and push forward the transformation of education and teaching in vocational colleges and technical colleges into an industry-teaching-integration type.

Thirdly, implement the lifelong vocational training program for college graduates. Finally, lifelong vocational skills training for college graduates is being fully implemented, and college students are being included in vocational training.

The Government will give full play to the advantages of enterprises, colleges and universities, and training institutions in the fields of employment skills, job skills, innovation and entrepreneurship, and strengthen the role of incentive and subsidy policies.

Giving full play to the advantages of enterprises, colleges and universities, and training institutions in such areas as employment skills, job skills, innovation and entrepreneurship, and strengthen incentive and subsidy policies. Third, we should focus on strengthening internships for college students, apprenticeships for college graduates, and innovation and entrepreneurship guidance work, and enhance the ability of college graduates to adapt to jobs, employment and entrepreneurship.

#### **4.3. Strengthening Employment Guidance for Higher Education Graduates**

A key component of the education system's success in placing graduates into jobs is the strengthening of the employment assistance service, which aids in helping graduates define their career goals, get ready for work sooner, and increase their employability. The state has been working on this right now. The Ministry of Education has broadcast "Internet + Employment Guidance" public welfare live classes, which cover topics like employment policy, employment situations, job search skills, and other things. So far, 18 public welfare live classes have been held for the 2023 college and university graduates, and over 74 million people have watched them. The Ministry of Education does this by relying on the national employment service platform for college students. Colleges and universities have also taken employment education as an important part of "three-pronged education" and carried out thematic education activities on employment education centered on the concepts of success, career and employment, guiding college graduates to establish a scientific concept of employment. For example, the Beijing University of Chemical Technology has organized a campaign entitled "Youth at the Right Time, Employment for the Future", inviting well-known enterprises in the industry to give job-seeking lectures at the university, and guiding graduates to go to the grass-roots level and to key areas for employment and entrepreneurship. In addition, for groups with employment difficulties, colleges and universities around the world should, in accordance with the

requirements of the Ministry of Education, implement a "one-on-one" support responsibility system, and implement in-depth training programs for key groups under the Ambition and Help to Sail program, in order to promote the program's coverage of a greater number of graduates [14, 15].

## 5. Conclusion

The most valuable resource of all is, in a word, human capital. college attendees as superior College students, as a vital pool of highly skilled and competent human resources, ought to play a significant role in creating a new "double cycle" pattern of growth.

The employment of recent graduates is the most crucial aspect of employment stabilization, and the most crucial aspect of the "six stabilizers" is figuring out how to encourage the employment of recent graduates with better qualifications.

Encouraging the hiring of college graduates with superior qualifications is a crucial and pressing aspect of effectively executing the "six stabilizers" and putting the "six guarantors" into practice. The goal of higher quality and fuller employment for college graduates should be realized by creating a "four-in-one" linkage mechanism between the government, colleges and universities, enterprises, and college graduates. This mechanism will help to precisely implement employment policies, fine-tune employment systems, and carefully create employment environments in an omnidirectional, wide-ranging, and multi-level manner. The "four-in-one" connectivity mechanism's objective for recent college graduates.

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