

# Research on employment policy and path optimization for Chinese college students

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**Abstract.** Currently, the employment policy of Chinese college students has achieved remarkable results in promoting employment, easing the employment pressure and optimizing the allocation of human resources. Nonetheless, as higher education gains popularity and the job market's supply-demand conflict intensify, college student employment continues to confront numerous hurdles, including the growing disparity between job market supply and demand and the mismatch between employment frameworks and market conditions. The paper adopts the literature method to analyze the current situation of China's college students' employment policy, categorizes and describes the college students' employment policy, and analyzes the shortcomings in the policy. According to the shortcomings in policy formulation and implementation, various targeted improvement suggestions are put forward. By strengthening employment guidance and services, improving entrepreneurship support policies, extending the scope of employment assistance and optimizing the regulation of the employment market, the effectiveness of the policy can be further improved and the smooth employment of college graduates promoted.

**Keywords:** Employment of college students, employment policy, path optimization.

## 1. Introduction

The employment policy of college students is an important part of social policy and labor policy. It aims to promote the smooth employment of college graduates, relieve the employment pressure and optimize the allocation of human resources through a series of measures. This policy area involves education, economy, society and other aspects, and is a vital part of the overall national development strategy. As higher education gains widespread popularity and the job market's supply-demand conflict intensifies, the employment issue for college students has grown increasingly significant, drawing attention from various sectors. Employment is the foundation of people's livelihood. For college students, it is also the key way to realize their self-value and serve society. However, the reality is not optimistic. On the one hand, the growth rate of new jobs is far less than the number of college graduates, leading to a growing oversupply in the job market. On the other hand, the mismatch between employment structure and market demand is becoming obvious. Many college students are faced with the dual dilemma of "not having a job" and "having no job". Therefore, how to effectively solve the employment problem of college students has become the focus of the government, universities, enterprises and all sectors of society.

The formulation and implementation of the employment policy of Chinese college students is a complicated and systematic project. It involves education, economy, society and other fields, and requires the joint participation and efforts of the government, universities, enterprises and all sectors of society. In recent years, China has made remarkable achievements in the employment policies of college students, such as the introduction of a series of policies such as employment subsidies, employment expansion subsidies, capital increase of state-owned enterprises, grassroots employment encouragement, entrepreneurship support, providing more employment opportunities and entrepreneurship platforms for college students. However, with the constantly changing job market and the increasingly diversified needs of college graduates, the existing policies still face many challenges and deficiencies. The objective of this document is to conduct an in-depth examination of the present employment policies of Chinese college students via a comprehensive literature review. By sorting out the relevant research results, the employment challenges faced by college graduates,

the specific contents of the existing employment policies and their implementation effects are discussed, and on this basis, the problems existing in the process of policy formulation, implementation and evaluation are analyzed, and the corresponding optimization strategies are put forward. The aim is to offer both theoretical backing and actionable guidance to enhance the employment strategies of Chinese college students, thereby boosting their employment prospects and fostering a sustainable and robust social economy.

## **2. Characteristics of college graduates**

In recent years, despite the national economy's downturn and a notable decrease in new job openings in businesses, there's been an upward trend in college graduates, propelled by the advancement of higher education reform. The Ministry of Education's data predicts a rise to 11.79 million by 2024, marking a 210,000-year growth. The huge graduation wave has exacerbated the severity of the job market. Although the government has actively introduced several employment promotion policies and positions for college students, the employment problem of college students has not been fundamentally alleviated in the face of the constantly expanding job-hunting group. With the rapid increase in the number of graduates and the continuous improvement of corporate talent standards, graduates are under great employment pressure. This pressure is reflected not only in the difficulty of finding a job opportunity, but also in the balance of employment-related factors such as salary level, job stability, and the ease of commuting [1].

The most important factors for graduates when choosing a career include salary, stability and commuting distance, as well as paying close attention to the development of their individuals and businesses. The demand for stable positions is still the mainstream. In recent years, the "public examination fever" and "examination fever" are the concrete embodiment of graduates' desire for a stable career and "iron rice bowl", but graduates' acceptance of flexible employment and new jobs is also gradually improving. Graduates from IT, Internet and game industries are in strong demand, and have been the first in all industries, releasing 20% to 25% of the career demand of graduates. The electronics, communications and semiconductor industries ranked second, while the financial sector ranked fourth, accounting for 7.6 percent. In addition, the manufacturing industry of vehicle manufacturing, furniture and household appliances, home appliances and other industries also show a strong attraction to graduates. The most desirable place for graduates is state-owned enterprises, accounting for 48.04%; second is government institutions, accounting for 20.55%. High-tech companies, car companies and foreign companies also attract the attention of their graduates.

New first-tier cities have become the first choice for graduates with their good economic development environment and relatively low living costs. Statistics show that 47.81 percent of the class of 2024 graduates choose the new first-tier cities as their ideal working cities. The transformation of the economic structure is having an impact on the employment situation of the students of different majors. For example, the offer acquisition rate of science and technology graduates was affected by the slowdown in real estate, Internet and other industries, while the employment situation of humanities and social science graduates improved, driven by new formats.

## **3. Current status of employment policy for college graduates in China**

At present, the employment policies implemented in China mainly include employment promotion, grassroots employment encouragement, entrepreneurship support, employment services and training, and other support policies.

### **3.1. Employment promotion policy**

#### **3.1.1. Subsidies for employment and job expansion**

For recruiting the graduation year or leave school two years still unemployed college graduates, and 16 to 24 and registered unemployed youth, if the enterprise signed a labor contract with them,

and in accordance with the relevant provisions for their full pay for at least three months of unemployment insurance, industrial injury insurance and worker endowment insurance, so the enterprise can get one-time expansion benefits. The standard of this subsidy is no more than 1,500 yuan per person recruited. The subsidy funds mainly come from the unemployment insurance fund. If the rolling balance of the unemployment insurance fund in a certain province is less than one year, then the subsidy funds will be spent from the employment subsidy funds.

### **3.1.2. State-owned enterprises to increase the number of capital policy**

Continuing the implementation of the policy of increasing manpower and capital in state-owned enterprises, state-owned enterprises that have difficulty in meeting the demand for expanding the recruitment of college graduates may be granted a one-time increase in manpower and capital with the consent of the relevant organizations. The policy, which is to be implemented by 31 December 2025, is intended to motivate State-owned enterprises to play an exemplary role in increasing the recruitment of college graduates [2].

Yang Xiping argues that in prioritizing the employment strategy, the government needs to consider the multisectoral cooperation mechanism necessary for the employment of university students. To this end, it is necessary to break down the compartmentalization and form a cross-sectoral employment coordination group, with the aim of deepening the synergy and integration of services among institutions in the fields of education, finance, finance, social security and other related areas.

## **3.2. Policies to encourage grassroots employment**

### **3.2.1. "Three branches and one support" program**

College graduates are encouraged to engage in volunteer teaching, agriculture, medical care and poverty alleviation at the grass-roots level. A certain number of graduates are recruited every year, and the service period is generally 2-3 years. Grassroots service programs provide a broad employment space for college graduates, help to relieve the employment pressure, and also help to promote economic and social development at the grassroots level.

### **3.2.2. Recruitment for grass-roots organizations**

Grassroots authorities in remote areas can relax the recruitment conditions and reduce the proportion of applicants, and some positions are open to local hukou or long-term residence graduates. This provides more employment opportunities for college graduates, especially for those who want to return to their hometown or grassroots work, which is an important policy benefit.

## **3.3. Entrepreneurship support policy**

### **3.3.1. Start-up subsidies**

Regulations stipulate that eligible college graduates can receive one-time start-up projects. This strategy is designed to motivate university graduates to establish their enterprises, reduce job stress, and foster innovation and entrepreneurial spirit.

### **3.3.2. Guaranteed loans for business start-ups**

Entrepreneurial guaranteed loan support is provided to college graduates and other entrepreneurs for loans of up to 300,000 yuan, and financial interest subsidies are provided to eligible small and microenterprises. This provides entrepreneurs with important financial support, which helps to diminish the risk of starting a business and increase the success rate of entrepreneurship.

Qiaoli Wei, Lijuan Zheng, and Qiaojie Wu argue that entrepreneurship support policies for college graduates play a key role in stimulating entrepreneurial vitality and driving employment growth. The implementation of these policies has not only delivered financial assistance, training resources and service guarantees to college graduates, but also strongly optimized the entrepreneurial atmosphere and enhanced the actual results of entrepreneurship. Nevertheless, the effectiveness of the policies still needs to be further enhanced to better fulfill their role. The innovation support policy system and

implementation mechanism for college graduates should be further improved, the financial support for college graduates should be increased, the level of entrepreneurship training and services should be improved, the policy publicity and promotion should be strengthened, and a good entrepreneurial atmosphere should be created.[3]

### **3.4. Employment services and training policies**

#### **3.4.1. Employment internship subsidy**

It has implemented a plan to raise one million employment-training positions, supporting enterprises, government investment projects and institutions to carry out employment training, and granting subsidies for employment training in accordance with the regulations. This policy helps to enhance the practical abilities and employment competitiveness of college graduates, laying a solid foundation for their successful entry into the workplace.

#### **3.4.2. Vocational training and guidance**

Strengthening vocational guidance and job-seeking skills training for college graduates and other young people, and organizing activities such as practical training camps for young people on job-seeking skills to improve graduates' vocational qualities and employability.

It is found that vocational skills play a key role in the employment of college students, and internship experience is an important guarantee for college students to improve the quality of employment [4] [5]. As an important place for vocational skills cultivation, the cultivation mode of colleges and universities has a direct impact on the quality of employment. Enhancing operational ability and cultivating vocational literacy through practical exercises can help improve the quality of employment [6] [7].

### **3.5. Other supportive policies**

#### **3.5.1. Special campaign to help young people with difficulty in finding jobs**

Strengthening support for unemployed college graduates by establishing a real-name account and providing support measures such as policy advocacy, vocational guidance, job recommendations and training or apprenticeship opportunities. One-on-one assistance is provided to graduates in difficulty, with high-quality job information and personalized employment guidance services.

#### **3.5.2. Employment services 'one package deal'**

Coordinating employment and human resources policy and service matters, and promoting the 'one-size-fits-all' approach to policy and service matters, such as the receipt of files, subsidy claims, social security payments, and settling-in procedures. This has helped to simplify the process, improve efficiency and offer college graduates more convenient and efficient employment services.

Yang Jinping believes that it is indispensable to optimize and improve the policy service system, extensively raise high-quality positions, increase supply, and extend employment services between schools and enterprises and strengthen docking. We will improve the function of "helping the bottom line" of public employment services, build a public employment service model with accurate identification, fine classification and professional guidance, accurately grasp the basic information of the disadvantaged groups among graduates, strengthen contact and communication, and actively guide them to find jobs as soon as possible.[8]

## **4. Analysis of the problems in the employment policy of college graduates in China**

### **4.1. Lag in information transmission and forecasting**

At present, the Ministry of Education is responsible for the employment of college students, and the personnel department does not have all the information of human resources, which leads to a lag in the transmission, analysis and prediction of employment information. It is difficult to establish an

efficient and accurate talent demand prediction and planning system, which causes the possibility of bad intentions in the process of implementation.

#### **4.2. Insufficient funds and facilities construction**

Of the tens of billions of yuan invested annually by the central government, relatively little is used to promote the employment of graduates. Consequently, the serious shortage of facilities construction and capacity construction for college students' employment, and it is hard to effectively meet the employment needs of graduates.

#### **4.3. The policy lacks the systematization and the long-term nature**

In China, college students' job policies are frequently based on short-term crises and unique situations, coupled with an absence of structured and extended planning. For example, special programs such as encouraging entrepreneurship, solving the employment of college graduates from poor families, and broadening employment channels have eased the employment pressure to some extent, but failed to fundamentally solve the problem. When college graduates choose to engage in a transitional job under the encouragement of short-term employment policy, they choose new positions in new areas in the later stage is a lack of security, because they are facing various obstacles such as household registration and file migration, social security transfer, lack of interpersonal relationship, employment information and so on.[9] As a result, the seemingly supportive employment policy cannot actually promote the active employment of college graduates, because graduates may not choose employment opportunities according to the plan preset by the employment policy after considering the long-term development of their career. At the same time, these policies ignore the key point of building a fair competitive job market for all college students, and the construction of relevant supporting systems.

#### **4.4. Policy implementation and supervision are ineffective**

In the process of policy implementation, there may be poor implementation or inadequate supervision. This may lead to some preferential policies not really being implemented on the graduates, or some violations. Policy formulation to implementation is a long process from top to bottom, and every link is implemented, and finally it is possible to show more positive results. Take policies to support innovation and entrepreneurship as an example. Although the government has put forward policies to support entrepreneurship, many graduates struggle to get enough support in practice. According to the China Youth Entrepreneurship Development Report, only about 20 percent of entrepreneurs can receive government funding for start-ups.[10] Policy information barriers, the implementation process is cumbersome, and staff slack may be the reason for this situation, which is more requires strict supervision of the implementation of the policy. At the same time, as the employment rate of college students in various provinces is linked with the employment performance assessment, some localities may lead to fraud in the employment data, which affects the actual effect of the policy.

### **5. The optimization path of the employment policy of college Students in China**

#### **5.1. Strengthen the coordination between policy formulation and implementation**

##### **5.1.1. Improving the policy system**

To build a more systematic, comprehensive and long-term employment policy system, and to ensure that the various policies can be interlinked and mutually supportive. Strengthening in-depth research and analyses of the employment market, accurately grasping market demand and the characteristics of graduates, and providing a scientific basis for policy formulation. This means that in formulating policies, consideration should be given to various factors that may affect graduate

employment, such as economic development trends, industrial transformation and upgrading, and changes in the labor market, to make the policies more forward-looking and predictable.

### **5.1.2. Strengthening policy implementation**

Establish and improve the policy implementation mechanism to ensure that all policies can be effectively implemented, strengthen the supervision and evaluation of the policy implementation, and timely find problems and rectify them.

## **5.2. Enhancing the quality of employment services and guidance**

### **5.2.1. Strengthening employment counseling**

Incorporating employment guidance into the education system of colleges and universities, strengthening education and training for students in career planning and job-seeking skills, and establishing professional employment guidance teams to provide personalized employment guidance and consulting services for students.[11]

### **5.2.2. Optimizing employment services**

Maximize the potential of contemporary information technology, build an efficient and convenient employment service platform, provide graduates with one-stop services such as job information, job registration and resume delivery; strengthen cooperation and communication with employers, broaden employment channels, and provide more high-quality positions.

## **5.3. Deepening reform and restructuring of higher education**

Guided by the market demand, adjust and optimize the professional setting of universities, enhance the employment competitiveness of graduates, strengthen the attention and research of emerging industries and fields, timely add relevant majors, cultivate more talents that meet the market demand; deepen the teaching reform, focus on motivating students with 'innovative zeal and practical skills, fortify collaboration and dialogue with businesses and industries, encourage thorough integration of production, academia, and research, and elevate students' overall quality and job prospects. The ability of college students significantly affects the quality of their employment. Graduates with multiple skills can bring greater value and contribution to the enterprise and society, and correspondingly, they can receive better salaries and benefits, thus directly improving the quality of employment. All this is largely derived from the educational quality of higher education institutions, which determines whether the graduates have the comprehensive ability they need.[12]

## **5.4. Improving employment security and incentives**

Establish and improve the employment security system for graduates, provide graduates with unemployment registration, employment guidance, vocational training and other services, increase the assistance to graduates with difficulties, provide targeted employment assistance and financial support; introduce more preferential policies to encourage graduates to work at the grass-roots level and micro-small and medium enterprises, such as tax relief, social security subsidies, increase the support for entrepreneurial graduates, and provide entrepreneurial guidance, financial support and tax incentives.

## **5.5. Promoting accurate matching between the job market and the demand for talents**

### **5.5.1. Strengthen market monitoring and analysis**

Establishing a sound system for monitoring and analyzing the employment market, accurately grasping market demand and trends in the flow of talent, and strengthening attention to and research on key industries and areas, to provide targeted advice for policy formulation.

### **5.5.2. Promoting school-enterprise cooperation and integration of industry and education**

Strengthen the cooperation and exchanges between universities and enterprises and industries, promote the deep development of school-enterprise cooperation and the integration of industry and

education, encourage universities and enterprises to build training bases, research and development centers and other innovation platforms, and improve students' practical ability and creativity.

## 6. Summary

The continued optimization and innovation of China's employment policies for college students is a systematic project that requires the efforts of all parties, including the Government, colleges and universities, employers and graduates. By strengthening policy formulation, implementation, evaluation and innovation, we will continue to promote the improvement and development of employment policies, provide college graduates with more high-quality, efficient and convenient employment services, promote the smooth employment and entrepreneurship of college graduates, and promote the sustained and healthy development of society and the economy.

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