

# Research on the Innovative Path of College Students' Employability Cultivation from the Perspective of New Quality Productivity

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**Abstract:** With the rise of new quality productivity, the economic development model and industrial structure have undergone profound changes, which put forward new requirements for college students' employability. Driven by innovation as the core, the new quality productivity is characterized by high-tech content, high efficiency and high quality, which has a profound impact on the industrial structure and job market demand. This paper analyzes the opportunities and challenges brought by the rapid development of new quality productivity to the employment of college students, and then discusses the innovative path for the training of college students' employability, including the construction of dynamic knowledge and skills training system, the construction of all-round comprehensive quality and ability improvement platform, psychological support and the collaborative model of competitive advantage building, aiming to improve the employment competitiveness of college students in the environment of new quality productivity. In order to better adapt to the high-quality economic development of the demand for talents, but also for the university employment guidance and personnel training strategy adjustment to provide useful reference.

**Keywords:** New Quality Productivity; College Student Employment; Employability Training.

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## 1. Introduction

The world today is experiencing profound scientific and technological revolution and industrial transformation, and new quality productivity has emerged as the key force to promote high-quality economic development [1]. New quality productivity refers to the advanced quality of productivity that plays a leading role in innovation, gets rid of the traditional economic growth mode and productivity development path, and has the characteristics of high technology, high efficiency and high quality, and conforms to the new development concept [2]. Under this macro background, the employment market of college students has also undergone tremendous changes, and the traditional employment model and ability requirements have been gradually rewritten.

With the vigorous development of new quality productivity, emerging industries such as artificial intelligence, quantum information, biotechnology, new energy and other fields have increasingly strong demand for talents, but also put forward higher and updated requirements for the employability of college students. However, there is still a certain gap between the current training mode of college students' employability and the needs of the development of new quality productivity, such as the lagging curriculum and insufficient training of practical ability [3]. This not only affects the employment quality and career development of college students, but also restricts the further improvement of new quality productivity to a certain extent. Therefore, it is urgent to explore the innovative path of college students' employability training from the perspective of new quality productivity, which is of vital significance for improving college students' ability to adapt to the new economic situation, promoting their full employment, and ensuring the sustainable and stable development of economy.

## 2. Employment Opportunities for College Students from the Perspective of New Quality Productivity

### 2.1. The Booming Development of Emerging Industries Creates Diversified Job Demands

The development of new quality productivity has promoted the rise of a series of emerging industries, such as artificial intelligence, big data, new energy, biomedicine, quantum technology and other fields. These emerging industries, like bright new stars, shine in the economic sky and open up a broad new space for college students to find employment [4]. For example, in the field of artificial intelligence, a large number of professionals are needed in various aspects, from algorithm research and development, model training to application development. With their strong learning ability and acceptance of new knowledge, college students can find suitable positions in these emerging industries, meet the urgent demand for talents in the industry, and broaden their range of employment options.

### 2.2. Industrial Upgrading Promotes the Renewal of the Connotation of Traditional Posts

Driven by the new quality of productivity, the traditional industry has accelerated its upgrading, which has caused profound changes in the connotation of traditional posts. Taking the manufacturing industry as an example, traditional production lines are transforming to intelligent and automated production. The original simple and repetitive operation positions gradually evolved into complex positions requiring digital control technology, equipment maintenance and simple programming. Such changes provide opportunities for

college students, who can apply the advanced knowledge and skills they have learned to the upgrading and transformation of traditional industries, inject new vitality into traditional industries, realize the integration of tradition and modernity, enhance the competitiveness of traditional industries, and find more valuable and potential employment opportunities for themselves in the field of traditional industries [5].

### **2.3. The Concept of Green Development Brings New Employment Growth Points**

New quality productivity emphasizes the concept of green development, which has spawned a series of industries and jobs related to environmental protection and sustainable development [6]. For example, the research and development and manufacturing of new energy vehicles, the development and utilization of renewable energy, and the recycling industry of resources. College students generally have a strong sense of environmental protection and social responsibility, and they actively pay attention to and participate in the study and practice activities related to green development. In the wave of green development, college students can rely on their understanding of green concepts and relevant knowledge and skills to devote themselves to these emerging green industries, contributing to the win-win situation of economic development and environmental protection, and opening up a new blue ocean of employment for themselves.

## **3. Challenges Faced by College Students in Employment from the Perspective of New Quality Productivity**

### **3.1. Knowledge and Skill Updating Challenges**

Under the new quality productivity environment, science and technology are developing rapidly, and new industries are emerging in an endless stream. College students are faced with the great challenge of rapidly updating their knowledge and skills [7]. On the one hand, there is a certain lag in the content of college education. The current curriculum system is mostly set based on the traditional industrial structure and technical level, and it is insufficient to cover the cutting-edge technologies that the new quality productivity depends on, such as quantum computing, gene editing, new energy and new materials. This makes what college students learn at school out of touch with the actual demand of the market, and they need to spend a lot of time and energy to re-learn after graduation. New quality productivity, on the other hand, requires more complex and sophisticated skills. Taking the artificial intelligence industry as an example, it is not only necessary to master basic knowledge such as programming and algorithms, but also to master professional knowledge in data mining, model optimization and specific fields, and to have the ability to quickly learn and adapt to new tools and new platforms. This multi-dimensional and high-level knowledge and skills requirement far exceeds the single skill demand in the traditional employment mode. College students need to complete the rapid iteration and upgrade of knowledge and skills in a short period of time, otherwise it will be difficult to gain a foothold in the job market.

### **3.2. Comprehensive Quality and Ability Challenge**

The job market driven by the new quality productivity puts forward higher requirements for the comprehensive quality and ability of college students [8]. First, the ability to innovate becomes the key. New quality productivity comes from scientific and technological innovation, and enterprises pay more and more attention to whether employees can put forward innovative ideas and solutions in their work. However, under the traditional education mode, college students are used to accepting the established knowledge and problem-solving ideas, and lack the training of active exploration and innovative thinking. In practical work, it is difficult to work creatively for new problems. Second, the ability to integrate across disciplines is crucial. New quality productivity promotes the intensification of industrial integration, such as the field of intelligent manufacturing involving mechanical engineering, automation, information technology, materials science and other multidisciplinary knowledge. However, college students are often relatively independent in subject learning and lack the ability to integrate knowledge of different disciplines, which makes it difficult to meet the needs of interdisciplinary posts. Moreover, the ability to communicate and collaborate faces new challenges. In the context of new quality productivity, project teams are usually cross-regional, cross-cultural and cross-professional, which requires members to have efficient communication skills and good teamwork spirit. However, college students are exposed to relatively simple communication and cooperation scenarios in the campus environment, and their communication and cooperation ability in complex environments is insufficient after entering the workplace, which affects work efficiency and quality.

### **3.3. Employment Competition and Psychological Pressure Challenge**

New quality productivity brings new employment opportunities, but it also intensifies employment competition and brings heavy psychological pressure to college students [9]. On the one hand, new industries attract a large influx of talents. With the vigorous development of new quality productivity-related industries, there are not only a large number of college graduates, but also a large number of practitioners in traditional industries through retraining and other ways to transform. These experienced talents have certain advantages in the job market, making college students face more fierce competition. Taking the new energy industry as an example, there are both college graduates with related majors and engineers who have been transformed from the traditional energy industry. College students are relatively lacking in experience and resources, which increases the difficulty of employment. On the other hand, the increasing competition leads to the increasing psychological burden of college students. In the long-term job hunting process, being rejected several times or facing fierce competition may lead to negative emotions such as anxiety, inferiority and confusion. These bad emotions not only affect the physical and mental health of college students, but also further affect their performance in job interviews, forming a vicious circle. Moreover, the pressure of employment competition may make college students choose their careers too utilitarian, ignore their own interests and long-term development, and affect the stability and satisfaction of their careers.

## 4. Innovative Path of College Students' Employability Training from the Perspective of New Quality Productivity

### 4.1. Build a Dynamic Knowledge and Skill Training System

In order to cope with the challenge of knowledge and skill renewal brought by new quality productivity, universities and society should jointly build a dynamic knowledge and skill training system. Universities need to strengthen cooperation with scientific research institutions and enterprises to track the technological development trend in the field of new quality productivity in real time [10]. In the course setting, a flexible course updating mechanism should be established, such as adjusting a certain proportion of course content according to industry dynamics each semester. For emerging technologies, such as meta-cosmic-related technologies and brain-computer interfaces, short-term courses or workshops can be set up to allow students to quickly master basic knowledge and application skills. At the same time, the online learning platform is used to integrate high-quality learning resources to provide continuous learning channels for college students. Enterprises should also actively participate in the training of talents in colleges and universities, and pass on the knowledge and skills of practical application to students by providing internship programs and practical mentors. For example, technology companies can simplify the projects under development as internship content, so that students can learn the latest programming architecture and algorithm optimization methods in practice, ensuring that what students learn is closely integrated with market needs, and improving their ability to cope with the challenges of knowledge and skills update.

### 4.2. Comprehensive Quality and Ability Improvement Platform Construction

Facing the challenge of the new quality productivity to the comprehensive quality and ability of college students, it is necessary to build a comprehensive quality and ability improvement platform. In terms of cultivating innovative ability, colleges and universities should reform teaching methods and introduce inquiry and project-based learning models [11]. We will set up innovation laboratories, encourage students to carry out independent research projects, and provide financial and technical support for innovative ideas with potential. For example, universities can organize innovation competitions around new quality productivity-related topics, such as smart medical device innovation, to stimulate students' innovative thinking. Aiming at the ability of interdisciplinary integration, an interdisciplinary research center will be established to bring together teachers and students from different disciplines to conduct research together. For example, with the theme of intelligent transportation, we will unite teachers and students of traffic engineering, computer science, materials science and other majors to conduct interdisciplinary research and practice. In terms of communication and cooperation ability, we organize diverse team activities and competitions to simulate complex work scenarios under the new quality and productivity, such as transnational virtual project cooperation competitions, to improve students' communication and cooperation level under the multi-cultural and professional background, and

comprehensively improve the comprehensive quality and ability of college students to adapt to the development of new quality and productivity.

### 4.3. Psychological Support and Competitive Advantage Shape the Collaborative Model

In view of the challenge of employment competition and psychological pressure brought by new quality productivity, we should establish a training model of psychological support and competitive advantage shaping. Schools should strengthen the construction of mental health education system and set up special employment psychological counseling courses to help students understand and cope with the psychological pressure brought by employment competition [12]. For example, carry out psychological resilience training courses, through case analysis, simulated interview frustration scenes, etc., to enhance students' psychological endurance in the process of job hunting. At the same time, provide students with personalized competitive advantage shaping programs. Establish student ability files to record students' professional skills, practical experience, interests and other information in detail. Career guidance teachers use this information, combined with the job market segmentation in the field of new quality productivity, to find a unique competitive advantage for students. For example, for students who are interested in art design and have a certain programming foundation, they can be guided to the direction of virtual reality scene design. In addition, alumni networks and industry mentor teams can be organized to provide students with one-on-one job search guidance and psychological counseling, relieve students' anxiety and enhance their confidence in job competition.

## 5. Conclusion

The development of new quality productivity brings opportunities and challenges to the employment of college students, and puts forward new requirements for their employability. At present, there are some problems in the training of college students' employability, such as lagging curriculum, weak practical teaching, insufficient employment guidance and insufficient cooperation between schools and enterprises. Through innovation paths such as college education reform, building multiple practice platforms, strengthening enterprise participation and government support, it can effectively improve the employability of college students from the perspective of new quality productivity, promote full employment of college students, and provide a strong talent guarantee for high-quality economic development. In the future development, it is also necessary to continue to pay attention to the changing trend of new quality productivity, and constantly optimize the training mode of college students' employability to meet the needs of economic and social development.

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