

Analysis of Multiple Impacts of COVID-19 Outbreak on Employment of College Graduates

-- Based on the Questionnaire Survey and Analysis of Fresh Graduates in Yangtze River Delta Region

Huiling Kong, Xingxing Chen

School of Jiangsu University, Zhenjiang, 212000, China

Abstract

With the outbreak of COVID-19 in 2020, the employment situation of college graduates becomes more and more severe under the dual pressure of employment and epidemic, Under the contemporary background, stable employment is an important work related to social stability and people's livelihood and well-being, and college graduates are the key groups in the employment force, Therefore, the employment problem of college graduates is an important problem that needs to be solved urgently in today's society. Starting from the supply and demand situation of college students' employment market, this paper analyzes the employment situation and difficulties faced by college graduates under the influence of epidemic situation. More than 2,000 data questionnaires were published, through the analysis of sample data to understand the employment characteristics of college graduates and the changes of college graduates' employment expectations under the epidemic situation, the influence of COVID-19 epidemic on college graduates was discussed from the perspectives of college graduates and employers, and the corresponding countermeasures were put forward to solve the employment dilemma faced by college graduates under the epidemic situation, providing reference for the employment of college graduates.

Keywords

COVID-19; Employment; College graduates; Multiple influences.

1. INTRODUCTION

The outbreak of COVID-19 epidemic in 2020 has brought great impact on the people's livelihood of our country, and the employment contradiction in China has become increasingly apparent, Relevant data survey shows that the number of college graduates exceeded 9.09 million in 2021, reaching a new high. This year's employment pressure is unprecedented, and the employment work is facing the grim situation that the total contradiction is unabated and the structural contradiction is more prominent. With the global spread of COVID-19 epidemic, the impact of the epidemic on the employment of Chinese market will further lengthen, From the perspective of Yangtze River Delta region, the impact of the epidemic will reduce the demand for labor in the job market in the short term, and the periodic unemployment will become more obvious. However, the employment level depends on the gross domestic product, Due to the impact of the epidemic, the pace of economic growth in the Yangtze River Delta region slowed down, which directly led to a corresponding reduction in labor market demand. Yangtze River Delta is an important position to absorb labor force, Under the situation of globalization and long-term epidemic situation, it is very important to take measures to

promote employment in advance to stabilize the healthy development of regional economy and society.

2. THE ANALYSIS OF THE EMPLOYMENT DILEMMA FACED BY COLLEGE GRADUATES UNDER THE INFLUENCE OF THE EPIDEMIC

2.1. Dilemma Caused by External Environmental Factors

(1) The employer's recruitment position is reduced

Affected by the COVID-19 epidemic, many industries are in a downturn to varying degrees. Taking the film industry and transportation industry as examples, the box office of the national Spring Festival in 2020 was 1.81 billion yuan, while the box office in the same period in 2019 was as high as 1.458 billion yuan, the gap is extremely wide. According to data, during the Spring Festival holiday in 2020, 190 million passengers were sent by railways, roads, waterways and civil aviation nationwide, which was 73% lower than that of the same period last year in Spring Festival travel rush. Apart from these two industries, catering industry, service industry, retail industry, tourism and other industries which are closely related to people's lives have been greatly impacted. Although some industries have emerged under the epidemic, from the general trend, the epidemic has a greater negative impact on the world economy. Many small and medium-sized enterprises are on the verge of bankruptcy, and some large enterprises have also reduced the number of recruits and even laid off employees. Therefore, as far as college graduates are concerned, the number of jobs in the job market is greatly reduced, at the same time, the employment number of college graduates is increasing, which makes the employment competition pressure greater under the dual pressure. In addition, with the spread of the epidemic in the world, the economic development of many countries has also been greatly impacted. At the same time, the epidemic in China has been well controlled with the efforts of the government and the people, and the resumption of work and production has been carried out in an orderly manner, attracting many overseas students to return to China for employment, further reducing the employment positions of domestic college graduates and increasing the employment difficulty of college graduates.

(2) The recruitment cycle is lengthened and the recruitment method is changed

According to the investigation and study, 58.8% of enterprises indicated that the number of jobs to be recruited would not be reduced, but 41.2% of enterprises indicated that they would postpone the recruitment time. At the same time, 78.2% of enterprises indicated that they would change from offline recruitment to online recruitment. Enterprises were frustrated in the epidemic, and it took time and process to resume production, so the original recruitment plan was cancelled and shelved. At the same time, many enterprises have explored the use of "contactless spring recruitment" and "aerial recruitment" for talent selection, online recruitment and delayed entry have become the mainstream. Although this innovative move can meet the employment needs of enterprises, solve the employment problems of college students and avoid potential safety hazards caused by crowds, at the same time, there are also some problems, such as narrow recruitment channels, more interview interferences and so on. The online recruitment information publishing channel is limited, which makes it difficult for college graduates to obtain timely and effective information. In addition, online recruitment is vulnerable to the influence of the network, there are some problems such as noisy environment when graduates interview at home, and technical talents are difficult to be comprehensively and scientifically evaluated through online methods. Delayed entry is highly uncertain, and college graduates may also find other jobs during this period, and fail to report as scheduled after returning to work, which affects the normal work of employers after returning to work.

2.2. Employment Dilemma Caused by Graduates' Own Factors

(1) Employment dilemma caused by psychological quality problems of college graduates.

During the epidemic, many seniors had to finish their graduation thesis or graduation project at home, and they were also under pressure to find jobs. The sudden epidemic situation has increased the cost of finding jobs for college graduates and reduced job opportunities, which will cause great psychological pressure on college graduates, many graduates have lowered their job expectations. If college students' psychological problems are not paid great attention to, timely and correct counseling, it is bound to have a negative impact on graduates' employment enthusiasm and reduce the chances of successful employment. In addition, college graduates are unwilling to work in enterprises in middle and high risk areas because of fear and exclusion, and the talent needs of these enterprises cannot be met.

(2) College graduates lack their own abilities

Nowadays, many college graduates waiting for employment lack employability, so it is difficult to meet the recruitment needs of some enterprises, modern society is a competitive society with market economy as the main body, and its essence is the competition of knowledge and talents, in the end, it is the competition of individual ability. Enterprises can't recruit the required talents, and it's hard to find jobs for college graduates. To a certain extent, this phenomenon reflects the lack of employment ability of college graduates, the supply and demand of talents in the market are not in place. For college graduates, if they don't improve their comprehensive ability to meet the requirements of the current market economy system, they will lack the core competitiveness when competing with their peers, resulting in employment difficulties.

3. THE EMPLOYMENT CHARACTERISTICS OF COLLEGE GRADUATES

There are 2011 valid data in this survey sample, It includes 1793 data of ungraduated employed students and 218 graduated employed students, with male graduates accounting for 37.5%, female graduates accounting for 62.5%, college graduates, undergraduate graduates, master's degree and above accounting for 10.42%, 81.25% and 8.33% respectively, The sample data shows the following characteristics:

1. jobs and professional counterpart rate is higher. More than 70% (70.9%) of graduates' employment choices are in the same direction as their majors. In addition, 79.42% of college graduates have higher recognition of their majors and think that employment is promising or promising.

2. After the outbreak of the epidemic, the analysis of employment situation of college graduates is generally negative. Nearly half (47.89%) of college graduates are pessimistic about the employment situation, 26.67% of them think that the employment situation had not changed before and after the epidemic, and only 25.44% of college graduates think that the employment situation under the epidemic is still optimistic.

3. The epidemic situation has no significant influence on the future planning of college graduates. Most graduates (62.54%) think that the epidemic situation has no or little impact on their future planning, among which 68.24% have the same planning as before the epidemic situation, and firmly choose to take the postgraduate entrance examination or take the civil service examination, while 31.76% still firmly choose employment. In addition, 37.46% of the graduates think that the epidemic situation has a great impact on their future planning, among which 38.89% of the graduates originally prepared for employment, but now choose to take the civil service examination or postgraduate entrance examination, they think the current employment situation is difficult. 27.78% of the graduates were affected by the epidemic situation and changed from preparing for the civil service examination or postgraduate

entrance examination to employment, The epidemic is both a challenge and an opportunity, many emerging industries are booming and developing under the epidemic situation, which provide more jobs for graduates.

4. Graduates' understanding of the government's employment assistance policy under the epidemic situation is not comprehensive enough. According to the survey data, the proportions of graduates who have a complete understanding, relatively understanding, general understanding, and no understanding of the employment assistance policies introduced under the influence of the epidemic are 8.3%, 27.6%, 47.3%, and 16.8% respectively. College graduates pay more attention to the recruitment information of enterprises, but pay less attention to the government's employment assistance policies. In addition, college graduates have narrow channels to obtain information on the government's employment assistance policies.

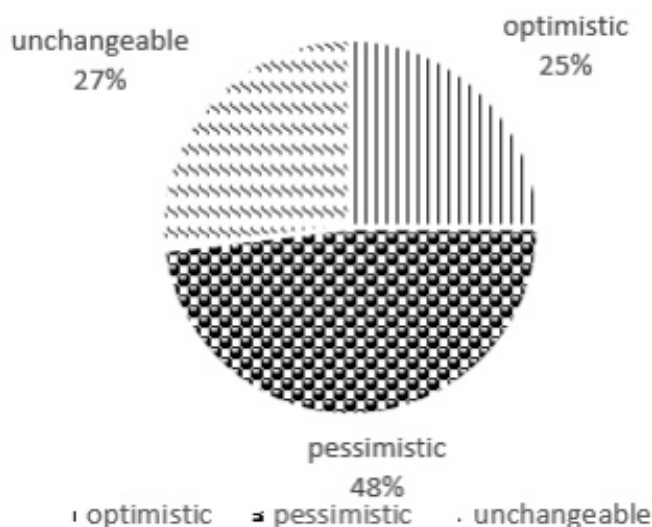


Figure 1. Analysis on the Employment Situation of College Graduates

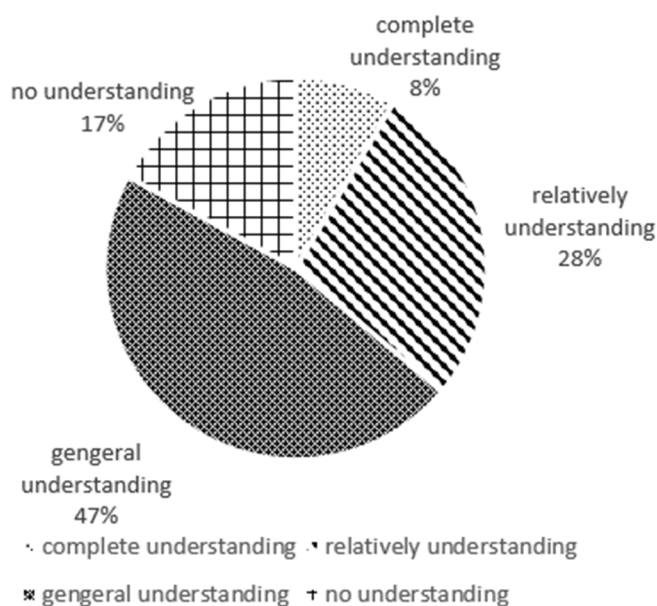


Figure 2. College Graduates' Understanding of Employment Policies under the Influence of the COVID-19

4. THE IMPACT OF THE EPIDEMIC ON THE EMPLOYMENT TENDENCY OF COLLEGE GRADUATES

Although the epidemic has had a great impact on many enterprises and industries, some industries have developed under the influence of the epidemic, such as big health industry, live e-commerce industry, online office and related supporting and service industries, etc. This time, through the investigation of the cities, industries and job types where college graduates expect to work before and after the epidemic, it is found that the epidemic has little influence on the change of employment tendency of college graduates.

1. Before and after the epidemic, the expected employment of college graduates changed little in cities. From the perspective of cities where college graduates expect employment, first-tier cities, new first-tier cities and some provincial capitals are still the first choice for college graduates. Specifically, the number and proportion of graduates who expect to go to Beijing, Shanghai, Guangzhou, Shenzhen, Nanjing, Hangzhou, Suzhou and Chongqing are the highest. Because of the rapid economic development and many employment opportunities, these cities have become the preferred cities for many college graduates to find jobs. In addition, due to the higher cost of living and greater competitive pressure in first-tier cities, some second-tier cities are gradually ranked in the forefront of cities where graduates expect employment.

2. Before and after the epidemic, the industry expected by college graduates for employment has not changed much. Before the epidemic, the top five industries expected by college graduates in China were education (32.15%), health and social work (13.26%), financial industry (8.9%), information transmission, software and computer industry (8.21%), and culture and entertainment industry (7.01%). After the epidemic, graduates expect the top five industries to change little, education and health and social work still rank one or two, and only finance is reduced from the third to the fourth. With the further improvement of the society's emphasis on education, the welfare of educators has been greatly improved. Compared with other industries, the education industry has fixed working hours and more paid holidays, which make it the first choice for college graduates to expect employment.

3. The types of expected jobs have not changed much before and after the epidemic. According to the proportion from high to low, they are state-owned enterprises (22.2%→21.57%), middle and early education units (18.54%→18.91%), medical and health units (13.15%→13.24%), party and government units (9.37%→9.82%), private enterprises (9.26%→9.38%), other institutions (8.47%→8.92%), high education units (8.39%→7.83%), Foreign-funded enterprises (Chinese-foreign Taiwan-funded enterprises, Chinese-foreign cooperative enterprises and wholly foreign-owned enterprises) (4.87%→4.3%), scientific research and design units (4.19%→3.65%), urban communities (0.71%→1.14%), troop units (0.59%→0.87%) and the administrative system of town and village (0.3%→0.37%). State owned enterprises are preferred by graduates. Although the salary level of state-owned enterprises is not high, the working environment is better, the welfare benefits are better, the working pressure is less, and the 8-hour working system and the legal holiday rest system are strictly implemented for a long time. It is not difficult to see from the survey data that jobs with lower risks and higher stability are more popular among college graduates.

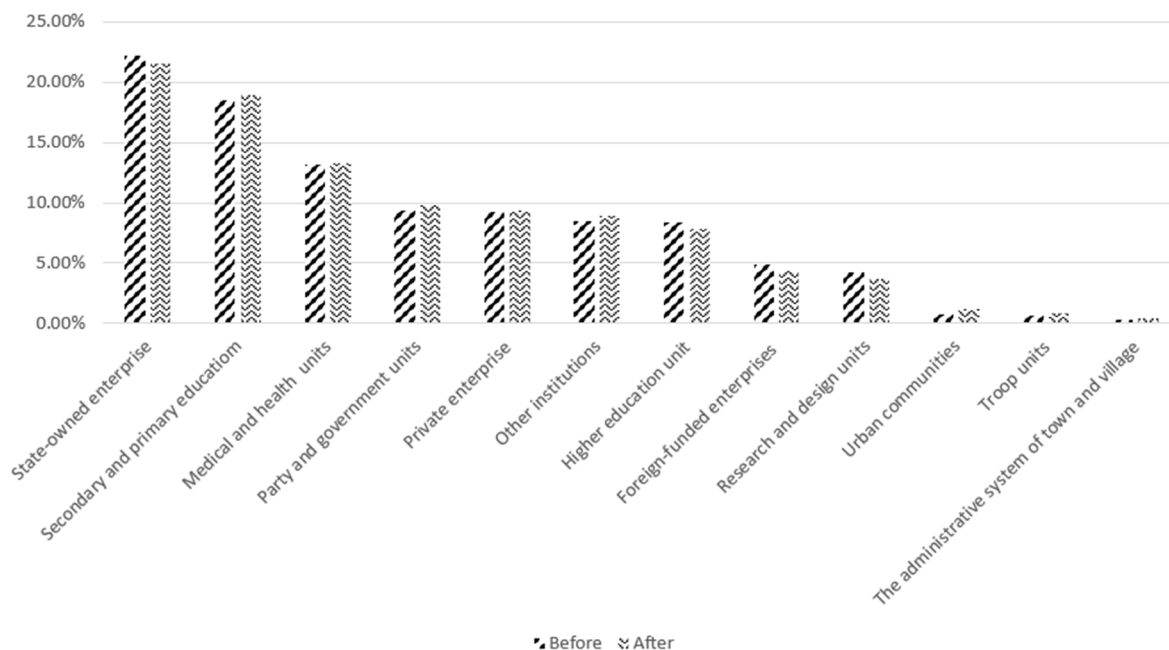


Figure 3. The Distribution of Job Types Expected by College Graduates before and after the COVID-19

5. THE RELIEF MEASURES FOR THE EMPLOYMENT OF COLLEGE GRADUATES UNDER THE EPIDEMIC SITUATION

At the government level, the government should help enterprises to resume production, create more employment opportunities by promoting economic development, and improve the social security system for college graduates. The government should encourage college graduates to work in urban and rural grassroots, central and western regions and great national construction projects, and encourage graduates to create wealth in small and medium-sized enterprises; The government should strengthen the dynamic management of college graduates' employment, protect the legitimate rights and interests of graduates in work units, and help graduates solve problems such as renting houses, housing and settling down; Further reform the system and mechanism, give the post-doctoral talents who want to enter the workplace the status of fresh graduates, help them solve the employment problems caused by the lack of the status of fresh graduates, and provide more opportunities for college graduates to find jobs or start their own businesses. The government should allocate human resources rationally, establish a mobile labor market, promote the information construction of the employment market for college graduates and realize the effective allocation of talents.

From the enterprise level, we should make clear our specific needs for talents, and actively assume the social responsibility of promoting the employment of college graduates. As a profit-making business organization that meets social needs by engaging in economic activities such as production, circulation and service, enterprises need to protect the rights and interests of employees and improve the employment environment; Innovate the employment system and optimize human resources; Close contact between schools and enterprises to promote the optimization of curriculum in colleges and universities; Provide internship opportunities for graduates and improve the internal training mechanism of the company; Respond to the call of the state, share the pressure of the government, and fulfill social responsibilities; Online and offline multi-platforms can efficiently convey employment information and broaden the channels for graduates to receive employment information. In addition, in the process of enterprise employment, professional quality standards can be set, and a transparent reference standard can be given by comprehensive consideration of skills and professional basis, which is

beneficial for college graduates to master the dynamic demand of enterprises for talents, in order to choose jobs and obtain employment better.

From the perspective of colleges and universities, taking the social supply demand as the guide, we should reform the talent training mode, provide personalized training services for the market demand of talents, and improve the core competitiveness of graduates. Attach great importance to the psychological situation of college graduates during the epidemic period, give targeted one-on-one psychological counseling to college graduates who are under psychological pressure or have resistance to employment, and provide effective guidance and assistance to improve their employment self-confidence; Help graduates improve their career planning ability and employment skills, expand employment channels, increase their employment chances, give full play to the resource advantages of the school, support scientific research projects combining production, education and research, and provide more practical opportunities for graduates; Improve the professional setting of colleges and universities, especially highlight the demand for talents in new jobs in various industries; Attach importance to the ideological and moral construction of graduates, and establish a correct outlook on employment and professional values.

From the perspective of college graduates, it is necessary to cultivate their own working ability, establish clear career development goals, and enhance their legal awareness and self-protection awareness. First of all, graduates need to plan their career scientifically and rationally, and improve their sustainable employment ability in a planned way. Secondly, college graduates should widely acquire employment information from formal channels, focus on employment market norms, relevant laws and regulations, and employment system, carefully sign contracts with employers, and clarify the legal consequences and economic responsibilities after signing contracts. Finally, graduates should put a correct attitude towards employment, so that they can calmly face the difficult employment situation under the influence of COVID-19 epidemic and make rational career choices.

6. CONCLUSION

The outbreak of COVID-19 epidemic is a challenge to all mankind, but it is also an opportunity, facing the employment problem of college graduates, it is necessary for the government, universities and graduates to work together to build up confidence, meet challenges and overcome difficulties. Do a good job in guiding the employment of college graduates in all aspects, and go all out to ensure the smooth employment of college graduates.

REFERENCES

- [1] Zhao tianming, Huang yueming, Wei Liu,opportunities and challenges of college students' employment under the background of COVID-19 epidemic [J],employment of Chinese college students, 2020(22):40-44 .
- [2] Li Chunyang, Bi Huina,The employment situation of college students under the post-epidemic crisis and suggestions [J],Cooperative Economy and Technology, 2020(22):106-107 .
- [3] Zhang Bing, Wang Chaoyu,Analysis of the current situation of the impact of COVID-19 epidemic on the employment of college graduates [J],Special Economic Zone, 2020(10):158-160 .
- [4] Li Tao, Sun Yi, Wu Zhihui,An Empirical Study on the Employment Status of College Graduates under the Impact of COVID-19 Epidemic [J],Journal of East China Normal University (Educational Science Edition), 2020,38(10):110-126 .
- [5] Meng Shanshan,analysis of college students' mental health and influencing factors under the situation of normalized epidemic prevention and control [J],classic taste, 2020(09):122-124 .

- [6] Zhao Ming, Study on the Countermeasures of Improving the Employment Quality of College Students in China [J], Jiangsu Higher Education, 2019(10):67-72 .
- [7] Lynn Yang, Innovation and entrepreneurship help solve the difficult employment problem of college students [J], Education and Occupation, 2019(17):57-60 .
- [8] Ren Hefei, Wang Yufei, To solve the employment problem of college students, we need to change our ideas [J], People's Forum, 2015(23):162-164 .
- [9] Shi Xia Fang, Chen Yin Qiu, Kun Li, Empirical test of employment preference of college graduate students [J], statistics and decision, 2018,34(24):113-116 .
- [10] Zhu Zuoxiang, Ye Yinghua, Study on the Influencing Factors of Employment Choice of High-level University Graduates [J], China Higher Education, 2019(Z1):61-63 .
- [11] Yue Changjun. How does the epidemic affect the employment of college graduates [N]. China Youth Daily, March 9, 2020 (008).
- [12] Gao zhenqiang, Wang Zhijun, empirical analysis of employment preference of college graduates [J], higher education development and evaluation, 2018,34(01):39-49+121 .
- [13] Sun Haiyan, Research on the Employment Quality of Graduates from Applied Undergraduate Colleges at the End of the Year [J], China Adult Education, 2019(24):41-44 .
- [14] Guan shengfu, on the relationship between college students' employment and economic development [J], modern marketing (information edition), 2020(01):192 .
- [15] Cui Yan. The Influence of COVID-19 Epidemic on Employment in China and Thinking [N]. China Labor and Social Security News, February 22, 2020 (003).