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ANALYSIS OF INFLUENCE OF THE EMPLOYMENT POLICY FOR COLLEGE STUDENTS EMPLOYMENT AND ITS COUNTERMEASURES

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ABSTRACT

Employment is a major issue of the national economy and the people's livelihood, and in recent years, the problem of employment of college students has been widely concerned by the community. Employment problem is bound to affect the development of social economy and the harmony and stability. Therefore, in the face of increasingly fierce employment situation, the government has taken a positive employment policy to deal with, in order to alleviate the employment pressure and guide college students to establish a correct employment outlook. Through describe the historical evolution of college students employment policy, combined with the problems existed in the current employment policy analysis, this paper analysis the influence of the employment policy for college students employment, and puts forward reasonable suggestions and the correct guidance of contemporary college students' employment.

Key words: College Students, Employment Problem, Employment Policy.

1. INTRODUCTION

The Related Concepts and Theoretical Analysis of College Students' Employment Policy: Employment, in which people are engaged in a certain age stage to obtain remuneration or operating income of the activities carried out in one's power. The employment and unemployment link to explain, employment and unemployment are two opposite phenomenon that the labor and the production of whether the data are compatible. Employment is a kind of phenomenon, it is the production material and the labor force to adapt, the people who have the ability to work to be engaged in the activity which is beneficial to the social economy and the life development and obtain the corresponding reward and the income. Therefore, not only relates to the survival and maintenance of people's lives, but also includes people's physical and mental development and spiritual pursuit. For individuals, employment is related to self satisfaction and family happiness, for society, employment is related to the stable development of society and harmonious civilization

Employment as a means of people to make a living, not only to help people solve the problem of survival, but also constantly improve the quality of life and spiritual satisfaction. So, if someone lacks of employment as a foundation, it is difficult to talk about the value of life and happiness, but can not achieve the material and spiritual pursuit. Therefore, people always close contact person and society



through employment, build your network based society, also will be the ideal and the reality is, by grasping the reality to achieve the ideal and personal social value.

College students as a quality, culture, social adaptability and strong group, they play an irreplaceable role in promoting employment. With the changing domestic and international economic situation, environment and policy, employment policy is also changing. The implementation of the "the Strategy of Talented Persons Powering the Nation" from the beginning of the national employment policy, it has become an important part of the national employment policy, under certain historical conditions and historical stage, plays an irreplaceable role in promoting economic development and social development[1].

The general policy of the employment of college students, mainly refers to the placement of graduates, the use of the guidelines and principles to determine, specifically include recognizing the situation and deepen the reform; improving the management system of college graduates' Employment; adjusting the structure of personnel training; solving the problem of the employment of college graduates in non - public ownership units; encouraging the rational flow of talent; improving the employment of college graduates of the relevant policies; rectifying and standardizing the market order of college graduates' employment; strengthening the ideological education and guidance for college graduates; changing the employment mechanism, broadening the channels of employment of college graduates; playing the role of the market and establishing the principles and regulations of the social service system of college graduates and other aspects[2].

2. THE EVOLUTION OF COLLEGE STUDENTS' EMPLOYMENT POLICY IN CHINA

Since the founding of the PRC, the employment policy of university students has experienced a changing process, which can be roughly divided into three stages.

2.1 Unification of the package (early to mid 1980s)

The main period of China's planned economy policy, that is all related to economic development activities are required to state administrative command guidance. Therefore, the employment policy of college students is mainly based on the combination of government planning and University implementation plan, in order to adapt to the impact of the planned economic system and the needs of the economic construction. In this period, due to the limited development of the country, college students as a kind of scarce social resources, has been the focus of the cultivation and protection of the state. At this time, the central government put forward a series of graduates allocation policies includes the "unified planning, focused on the use of, key is equipped with" and "in adaptation based on the needs of construction of the state carries through the principle of consistent learning is implemented", and on this basis, determine the distribution principle of "local distribution, the central adjustment", it plays a pivotal role in the construction of the national economy.

2.2 From supply and demand to meet gradually to the two-way choice (from the middle of 1980s to the end of 90s)

With the increase of reform and opening up, the "unification of the package system" has been out of date, therefore, the Chinese government has opened a basic mode of employment with the nature of the supply and demand meet"[3]. This kind of college students' employment has broken the blindness of the state plan in the planned economy period, and is infinitely close to the new situation of the "two-way choice". The reason for choosing this policy with the deepening of reform and opening up is what the unified distribution system can not meet the economic and social development of talent demand in many aspects, at the same time, the lack of prior distribution system is more and more obvious. The reform of this stage is mainly reflected in the following documents: in 1985, "The decision of the Central Committee of the Communist Party of China on the reform of educational system" puts forward to the students in the national enrollment plan to implement this distribution system that "Under the guidance of the state plan, students choose to volunteer, school recommendation, employing units merit". In 1989 the "College graduate distribution system reform program", which clearly put forward during the transition phase to implement based on school oriented Society recommend employment, graduates and employing units within a certain range of two-way choice way. In 1993 "China's educational reform and development outline" once again made clear the goal of the reform of the system of employment of graduates is to reform the employment system of "unification of the package" and "the package of the cadres".



2.3 Self employment stage that market-oriented (from the end of the 1990s to the present)

In this stage, the overall characteristics of the employment policy of college students are closely related to the development of College Students' employment policy and market economy. In 2002, the employment policy of this stage can be divided into two periods:

①With the employment of graduates as the main feature of the independent career period In 1999, with the approval of the State Council, the Ministry of Education promulgated the "action plan for the revitalization of education in twenty-first Century". In accordance with the provisions of this document, from 2000, China should establish a relatively perfect employment system for graduates, and cancel payment "dispatch certificate" approach to payment "employment report card" to graduates. In June of the same year by held a national conference on education, points to the need to build a allocates, competitive mount guard, preferred employ graduates employment system. This marks the end of the employment system of college students "planning, allocation, dispatch" history, turned to the market as its guide.

②To Graduate Entrepreneurship as the main characteristics of the self employment period

During this period, the Chinese government introduced a series of employment policies to encourage college graduates to start their own businesses. For example, in 2009, the country for the grim situation of relief employment, issued the "Notice of the general office of the State Council on strengthening the employment of college graduates", proposed to encourage students to take a variety of forms of employment and other forms of entrepreneurship. In 2010, "the opinions of the Ministry of education and vigorously promote the higher education innovation and entrepreneurship education and Entrepreneurship of university students work", clear requirements of the colleges and universities should strive for students to create a good business environment, provide a full range of independent business services.

In 2013, the party's the third Plenary Session of the 18th CPC Central Committee through the "CPC Central Committee on deepening reform of the overall number of major issues" stressed that "Deepen the comprehensive reform of the field of education, improve the system of employment and entrepreneurship".To encourage students to entrepreneurship by living and development, emphasize the good mechanism of social from all walks of life to create a common force for college students entrepreneurship. In 2014, Premier Keqiang Li in summer Davos Forum on the proposed "public entrepreneurship, innovation and peoples" call, stimulate the national gene of entrepreneurship and innovation.

3. ANALYSIS OF THE EMPLOYMENT SITUATION OF THE POLICY

At present, China's overall employment situation is grim, in order to alleviate the current employment pressure of college students and ensure that the harmonious and stable development of social economy, the Chinese government issued a series to promote college students' employment policy, institutional and policy support for full employment of graduates. However, there are still some problems in these policies, which are mainly reflected in the following three aspects:

3.1 Government employment services are not perfect

Now the employment market respectively by the personnel, education, and labor departments held always appear in the situation of fragmentation, fragmentation. This brings a lot of inconvenience to the recruitment of units and graduates, they choose to repeat the "run", cause a waste of time and financial resources, but also did not move to the right person or find a suitable unit. All this is caused by the lack of government information services and macro-control.

3.2 Inadequate policy implementation

Countries in order to improve the employment rate of university promulgated a series of policies, but these policies in some places have become a decoration For example, for business loans in the process of college students, as the loan threshold, cumbersome procedures, after months of travel also failed; there are some places, the employment of various preferential policies only from TV, newspaper to understand, but the specific content is not know. Local government departments have not done a wide range of publicity.

3.3 Policy assessment system is not perfect

At present, the government introduced the relevant policies on the protection of college students' employment planning, implementation details are not in a few, but there is no effect on the establishment of relevant policies to assess the implementation of the mechanism. Even if there is a certain assessment, it is limited to the government, not to mobilize the relevant areas of experts and



third party assessment agencies; therefore, it cannot reflect the objective reality of the situation.

3.4 The tilt of government employment policy

In the pursuit of a stable employment concept of long-term impact, most college graduates tend to fight for the establishment of the party and government organs, enterprises and institutions. Because the social welfare mechanism of these units is perfect and complete, the working environment is less competitive, and the workers' psychological pressure is small. Coupled with the financial crisis since 2008, the global economic downturn, small and medium enterprises are on the verge of bankruptcy due to lack of policy support and protection.

At this time the unemployment rate surged, leading to college students' employment psychological changes, therefore, they will always be in when choosing the preferred "eat imperial grain ", "get a secure job", then the second best choice of high-profile large enterprises. "National examination" as the largest proportion of Chinese candidates, college students' attention is the biggest first test, since 2003, the number of candidates on the national examination are rising every year, this year will be no exception. The reported rates of hot jobs are even up to several hundred to one. And small and medium-sized enterprises due to the small scale, not the number of economic activities, the strength is not strong often snubbed, appear the phenomena that "recruitment discontent" and even went "labor shortage".

In short, there is a contradiction between the supply and demand of policy on the employment support, in a nutshell, is the effect of the hindering factors in college students' employment is not fully take into account and corresponding policy nor the formation of supply, and some important and change the employment situation of college students is not the factor was incorporated into the policy system, under the constraint of limited resources condition, the dislocation of supply and demand is the effect of policies to be the main reasons for the increase. Thus, it is necessary to improve the relevant matters[4].

4. SUGGESTIONS ON EMPLOYMENT POLICY

The employment of college students is a social problem that involves many aspects. Solving the employment problem of college students is a systematic project of people's livelihood. Therefore, in order to solve the problem of employment of college graduates, we should launch government, colleges and universities, with the power unit and the students themselves to formation force.

4.1 Developing economy, adjusting the industrial structure

Sustained economic growth is an important guarantee to solve the problem of employment of college students. Adjusting the economic structure and industrial structure is the fundamental way to expand the demand for college students[5].

On the one hand, economic development and prosperity can expand employment, provide more employment opportunities, in turn, employment can also be driven into the further development of the economy and promote economic development. On the other hand, economic development and prosperity rely on talent, only through the talent to create social needs of the material wealth and spiritual wealth.

Therefore, the government needs to increase efforts to adjust the structure, development, driven by a large number of jobs. Government needs to vigorously promote the optimization and upgrading of industrial structure, so as to form a high-tech industry as the guide, basic industries and manufacturing industries as the support, and the overall development of the industry pattern of service industry. By vigorously developing the tertiary industry, giving non-public economy and high-tech industries to preferential policies and support, to open up a broad space for employment, increase more employment opportunities.

4.2 To create a policy environment, improve the students' employment environment

One of the important factors that influence and restrict the employment of graduates is the local protectionism policy. Therefore, it is imperative to eliminate policy barriers, to get rid of the policy barriers. Secondly, by widening the channels, creating a relaxed working environment, to form a real talent, free flowing, entrepreneurship benign macro operating mechanism. At the same time, the market should play a guiding role. It should break barriers and barriers to employment of graduates, and constantly cultivate and improve the market, so that the market in the employment play a role. Finally, the training mechanism should be established to enhance the competitiveness of graduates' career choice. Recently, "graduation means unemployment" trend becomes more and more obvious. Therefore, the state should pay enough attention to understand the temporarily unemployed reason and take different measures.



4.3 Thorough investigation and understanding of the employment needs of college students

To ensure the scientific policy making must be based on the understanding of the social situation. Therefore, government policymakers should proceed from reality, through in-depth practical investigation, analysis of the employment of university students, employment psychology, really grasp the employment demand, thus feasible employment promotion policy according to the requirements of develop.

4.4 Building a fair competition mechanism

The party's eighteen proposed "to establish a right to a fair, equal opportunity, fair rules as the main content of the social security system of justice, and strive to create a fair social environment and ensure people's equal participation and development rights."Therefore, China's current employer, especially government agencies and enterprises and institutions in the recruitment should adhere to openness, equality, competition, merit principle, to establish the selection mechanism have both ability and political integrity as the standard to select the qualified personnel.

In real life, gender discrimination, household discrimination, discrimination and colleges in the employment market impact on the current talent selection mechanism, are not conducive to the healthy development of the employer. Therefore, the employer should uphold a fair and impartial attitude, establish a scientific and transparent employment system, open selection process, adhere to the merit and use. In addition, the employer should also establish a correct concept of recruitment, to abandon the restrictions on gender, education, household registration and so on. Only in this way can we seize the opportunity to recruit talent, realize the enterprise's long-term development, and to ensure that the market competition in an invincible position.

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