

Analysis on the Employment Situation of College Students in the Post Epidemic Period and the Path of "Cloud Platform"

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Abstract

The employment of graduates is the focus of people's livelihood. Due to the continuous impact of the epidemic, small, medium-sized and micro enterprises, the main channel for employment, have been seriously impacted, resulting in a sharp reduction in the supply of physical jobs. Flexible employment has become a new trend of employment in the post epidemic era. The number of college graduates has increased year by year, the lag of college employment services and the lack of online operation skills of college students have led to the intensification of the contradiction between supply and demand in the employment market. In the post epidemic period, to solve the problem of stable employment of college students, we should improve the timeliness of employment information with the help of big data technology, build a "cloud platform" of College Students' employment service system, and promote the normal operation of the supply-demand relationship of College Students' employment market.

Keywords

Post Epidemic Period; College Graduates; Flexible Employment; Cloud Platform; Path Analysis.

1. Introduction

Employment is the foundation of people's livelihood, and the employment of college students is the focus of employment. Since 2020, one after another COVID-19 has had a great negative impact on China's economic and social development. Small, medium and micro enterprises in many industries have been particularly impacted, directly affecting the absorption of new jobs and the digestion of historical stocks. On the other hand, since the enrollment expansion of colleges and universities in China, the number of college graduates has increased year by year, and a large number of students go to the employment market every year, resulting in the intensification of the contradiction between supply and demand in the employment market and the rapid decline of the employment rate of college students. In the context of epidemic prevention and control, this contradiction is more acute. Although China has made commendable achievements in epidemic prevention and control and national economic recovery, which has brought opportunities and hope to alleviate the employment pressure of college students[1], the situation of epidemic prevention and control and college students' employment are still severe and complex. In the post epidemic period, how to balance the contradiction between supply and demand in the employment market and implement the goal of "stable employment" for college graduates has become an urgent practical problem to be solved. Taking "cloud employment" as the starting point, this paper explores to build a one-stop employment service cloud platform, improve the "cloud platform" service system for the employment of college graduates in the post epidemic era, and put forward some countermeasures and ideas for effectively realizing the full employment of college graduates[2].

2. Employment Background of College Graduates in the Post Epidemic Period

As the focus of people's livelihood and social security, the employment of college students depends not only on the jobs and opportunities provided by economic and social development, but also on the degree to which college students' employment mentality and practical skills meet the needs of economic and social development. However, from a global perspective, the epidemic of novel coronavirus pneumonia in the world has not stopped spreading, and the poor prevention and control of the epidemic in major economies has led to a serious economic decline, which has seriously affected international economic exchanges and national trade, especially the economic development of China, a large trading country[3]; From a domestic perspective, China's domestic epidemic prevention and control is still in the normal state of "external prevention input and internal prevention rebound", and the recovery of the real economy is still seriously constrained by epidemic prevention and control to a great extent. The analysis of Tianyan survey data and the data of the National Bureau of statistics shows that more than 460000 small and medium-sized enterprises in China have gone bankrupt and closed down due to the impact of the epidemic. In addition, before the outbreak of the epidemic, private enterprises, the largest body of China's micro economy, absorbed about 80% of the employment of the whole society, which is an important field of urban employment. However, the outbreak and continuation of the COVID-19 has seriously hindered the development of private enterprises in China, the real economy is facing great difficulties, and the working age population has relatively lagged behind in entering the labor market. This series of factors has directly induced many domestic enterprises to make decisions to reduce their staff, and the supply of offline jobs has decreased sharply. On the other hand, due to the expansion of higher education institutions, the number of college graduates has increased sharply, and the number of other people waiting for employment has increased instead of decreasing, resulting in a more severe employment situation of college graduates in recent years[4].

Secondly, the slowdown of regional economic and social development, scientific and technological progress, industrial transformation, public emergencies and many other factors have directly led to the increasingly prominent contradiction between supply and demand and the increasingly obvious gap in China's employment market. From the perspective of talent demand in the employment market, in the process of industrial reform and upgrading, the rapid decline of traditional industries leads to the reduction of employment personnel, while the development of emerging industries needs a relative shortage of new high skilled talents. According to the report released by the China employment training technology guidance center of the Ministry of human resources and social security in conjunction with Alibaba nail, the gap of new professional talents in cloud computing engineering technicians, Internet of things installation and debugging personnel, e-athletes, digital managers and so on has exceeded 10 million. From the perspective of personnel supply in the employment market, the knowledge literacy and professional skills of ordinary workers are difficult to meet the job requirements, which is more prominent in the key employment groups of college graduates: college graduates have relatively high education and demand for knowledge, but they are relatively lack of social work experience and practical skills, and there is an inequality between specialty and actual demand. Through the analysis of the supply and demand sides of the employment market[5], it is found that there is a huge contradiction between the supply and demand of college graduates and jobs in the current employment market. In order to solve this contradiction, the development of new employment forms is particularly important.

With the development of emerging technologies, the Internet, big data, cloud computing and artificial intelligence are widely used in many industries and fields. Flexible employment has gradually become a major way of work in China's job market. At the same time, due to the excessive number of college graduates and the sharp reduction of enterprise offline business, this phenomenon directly leads to online business becoming one of the mainstream employment methods, and flexible employment has become an important way to solve the employment of college students.

3. Difficulties Faced by University Employment in the Post Epidemic Period

(1) There is an extreme imbalance between supply and demand in the job market.

At present, the long-standing global COVID-19 epidemic environment has led to a wave of salary cuts, layoffs and even bankruptcy in some industries. In particular, small and micro companies that used to accept fresh graduates on a large scale are often in trouble. This situation has also directly led to a decline in the total number of jobs that can accommodate college graduates. In terms of the demand of the job market, at present, enterprises are extremely lack of technical and innovative professionals; In terms of the supply of the job market, college graduates lack practical experience and only have theoretical knowledge, which can not meet the job requirements. At the same time, this part of the unemployed population increased by enterprise layoffs has further increased the supply of the job market, which directly leads to the extreme imbalance between supply and demand in the current job market.

(2) The epidemic has a persistent negative impact on the employment of college graduates

Today, with the global COVID-19 epidemic still spreading, local governments at all levels still adhere to the policy measures of "external defense input and internal defense rebound". Under this influence, colleges and universities are facing many problems in carrying out employment service guidance for graduates. The main source of this series of problems is that the work under the influence of the epidemic urgently needs to be transferred from offline to online platform. The initial establishment of online platform, coupled with the severe current situation of China's employment situation, many college graduates need to spend time and energy to learn online job hunting platform, but many students still spend a lot of time and make careful preparations, but they have not found ideal jobs. For college graduates who enter the job market for the first time, repeated failures inevitably produce negative emotions such as laziness and irritability. In addition, some conservative students choose to take a wait-and-see attitude and suspend employment. This phenomenon also directly affects the important goal of "stabilizing employment" set by the government.

(3) The employment service in Colleges and universities lags behind

Under the influence of the epidemic, recruitment activities in spring and autumn have also undergone significant changes. The rapid changes in the situation of this activity require that major colleges and universities must timely carry out online resume delivery, remote evaluation, online recruitment and contract signing for college graduates. This guidance measure will help graduates adapt to the current complex employment situation as soon as possible, and then promote graduates to achieve efficient and comprehensive employment with higher quality. However, due to the lack of real-time employment information in Colleges and universities in the context of the post epidemic, which directly affects the effect of employment consulting services for graduates, many colleges and universities have a large time lag in the establishment of guidance and service platforms in this regard.

(4) College graduates lack professional training in online employment

Many college graduates are forced to accept the online employment mode after the outbreak of the Internet. Compared with the traditional offline job search and employment mode, this new flexible employment mode needs to have certain professional skills of network operation. However, nowadays, many colleges and universities have not had time to set up relevant training in this regard, resulting in some technical obstacles to the online employment of college graduates. Therefore, improving the ability of contemporary college students to deal with network problems and setting up relevant professional and technical training can not only further improve the success rate of college graduates' job hunting, but also effectively improve the efficiency of graduates' online work.

(5) Lack of enthusiasm in enterprise recruitment

For domestic small, medium-sized and micro enterprises, school recruitment is undoubtedly the fastest way to solve the problem of job vacancy, and it is also the channel for college graduates to have the best chance to find a suitable job. However, due to the impact of the global COVID-19, great changes have taken place in the job-hunting mode of college graduates and the working mode of the

school. Enterprises are unable to enter the campus to carry out lectures, job fairs and other activities, which not only creates a great obstacle to the recruitment process, but also makes employers' enthusiasm for recruitment decline often because they can not recruit the employees they want, greatly reducing the employment rate of college graduates.

The post epidemic period has a great impact on the employment of college graduates. It not only reduces the jobs from the external environment, reduces the enthusiasm of recruitment and narrows the job search channels, but also makes great changes in the employment view of college students. Nowadays, college graduates pay more attention to the long-term development and stability of their work in the process of job hunting. Most students prefer to get a stable and promising job. Based on this background, more and more college graduates urgently need to develop new diversified job search channels and working methods to solve the existing dilemma of college graduates' employment in the post epidemic era.

4. Demand Analysis of Flexible Employment of College Graduates in the Post Epidemic Period

According to the data released by the National Bureau of Statistics recently, the number of flexible employees in China has reached 200 million, which means that more than a quarter of the flexible employees have been employed. After the epidemic era, the scale of flexible employment increased rapidly, and it is expected that the scale of flexible employment will be further expanded in the future. In recent years, the government has continuously issued relevant policies on "flexible employment", and most domestic enterprises are also changing to new employment methods. Many employees, especially college graduates, are more willing to choose flexible employment forms. Flexible workplaces and working hours can give employees more free space to play their workplace functions.

(1) In the post epidemic period, graduates are the main forms of flexible employment

The number of domestic college graduates choosing flexible forms of employment has increased year by year. The employment destination of such students roughly includes three categories: one is independent and free occupation, that is, various full-time jobs dominated by personal labor, such as we media workers, painters, novelists, translators, tutors, etc; The second is independent entrepreneurship, including starting a company, participating in the creation of a brand or setting up a website; The third is other flexible work forms, which refers to other flexible work forms without signing employment contracts or labor contracts with enterprises and institutions. No matter what form of flexible employment, college graduates who choose this form not only have the advantages of free working time and place, but also have obvious income advantages.

(2) In the post epidemic period, the demand for flexible employment of college graduates increases

Due to the accelerated speed of economic digitization and online transformation, college graduates have prominent comparative advantages in mastering digital professional knowledge and skills, and increasingly become the key talent market and main beneficiary group for the development of China's digital economy. Nowadays, the new occupations and new jobs created by new industries require more advanced professional knowledge and application technology. In addition, college graduates pay more attention to free development and innovative work in the choice of employment positions. This kind of new employment positions have a stronger attraction to college graduates. In terms of the distribution of new industries, new industries formed by the cross integration of culture and education, games, food, sports, sports, drama, fashion and network platform economy are more and more favored by college graduates. At the same time, the requirements of the new business format on the flexible employment ability of college graduates are improved. College students can organically integrate their interests, the ability to get in touch with new things, and the ability to explore and learn with emerging occupations. At the same time, college graduates with professional skills such as art culture and design creativity have also brought more vitality to the economic development of new industries.

(3) In the post epidemic era, college graduates are highly satisfied with flexible employment

According to the 2021 Chinese undergraduate employment report data released by Mycos, the employment satisfaction of college graduates who choose flexible employment in recent years is generally higher than the average employment satisfaction of college graduates. In addition, compared with the traditional form of employment, flexible employment has a certain right of independent choice in working time and place. At the same time, the free form of work offsets the negative impact of salary factors to a certain extent, thus improving employee satisfaction. Finally, flexible employment also realizes the cross integration of students' interests and hobbies with their own work, which helps students realize their self-worth.

In the post epidemic era, telecommuting has gradually become one of the main development trends of enterprise office. Compared with the traditional employment mode, more college graduates prefer the flexible employment mode. This new working mode can not only promote the digital transformation of various industries and promote employees to master greater employment autonomy, but also achieve higher employee satisfaction and further improve the overall performance of enterprises.

5. Practice Path of "Cloud Platform" Service System

Under the trend of normalization in the prevention and control of the global COVID-19 epidemic, there is an urgent need to change the working paradigm of domestic college graduates. With the reduction of enterprises' offline business and the sharp increase in the number of graduates, it is urgent to build an online "cloud platform" employment service network for college graduates by using information means such as big data analysis and cloud computing. Use the "cloud platform" to build a mobile, intelligent and accurate cloud employment service platform for graduates, and carry out one-stop services such as "cloud delivery", "cloud interview", "cloud publicity" and "online signing", so as to gradually carry out the transformation and improvement of domestic employment services for College graduates and achieve the important goal of "stable employment" for college graduates.

(1) Build a one-stop "cloud platform" employment service system

A. Improve the timeliness of employment information with the help of big data technology

The real-time nature of employment information is the foundation and key of building a "cloud platform". The recruitment information source of "cloud platform" mainly includes the recruitment information of economic enterprises and institutions, as well as the collection, sorting and release of recruitment information such as the official websites of enterprises and institutions and local personnel examination websites. When the employment information is sorted out, it is uniformly uploaded to the "cloud platform" database system, and the recruitment information of the employer can be filtered and identified by means of big data analysis technology, so as to ensure the availability, timeliness and accuracy of the recruitment information data.

B. Build a "cloud platform" for college students' employment service system

Under the general trend of epidemic prevention and control, face-to-face communication between small and medium-sized enterprises and college graduates has been greatly hindered. Therefore, it is necessary to develop "Internet +" employment and optimize online employment services. Major universities should rely on big data, Internet +, digital and other information technologies to create a one-stop "cloud platform" college student employment service system, and actively expand the functions of the "cloud platform". In addition to the collection and sorting of recruitment and employment data, it is also necessary to strengthen and improve the functions of resume "cloud delivery", enterprise "cloud publicity", remote "cloud interview" and online "cloud signing". The platform should also guide students to broaden their horizons, fully cast nets, focus on fishing, and make good use of various remote "cloud Recruitment" platforms. The construction of the platform can not only meet the employment needs of college graduates, but also provide classified guidance in combination with everyone's actual situation. In addition, the "cloud platform" can also provide video playback of "cloud propaganda" and "cloud Recruitment" for graduates with time conflict,

which is convenient for everyone to download and watch, breaking the double restrictions of time and space.

C. Realize the transformation and upgrading of employment services for college graduates

By optimizing the design, the "cloud platform" of college service has opened up the three links of "remote Recruitment - online interview - online signing". From the perspective of college graduates, it has effectively promoted the cross combination of recruitment, training and employment, improved the orientation and relevance of employment indicators to the quality of recruitment and training, and realized the transformation and upgrading of college graduates' employment.

(2) Accelerate the training of college graduates' adaptability to "cloud employment"

In the post epidemic era, with the wide application and development of online job fairs, the construction of "cloud employment" service system has been launched in an all-round way, which clearly puts forward some new needs for the work of college graduates. Most college graduates' thoughts and behaviors are still stagnant in the inertia of offline employment opportunities and job hunting in the past, and they are unable to make rapid changes. In order to help them speed up their adaptation to the needs of "cloud employment", Colleges and universities urgently need to further improve the online acceptance process of graduates' employment matters, build an efficient and convenient "zero touch, one-stop" online employment service system, and fully realize the online handling of employment procedures, including the digital management of all paper certificates and procedure materials, so as to save the time and cost of students handling employment procedures.

6. Conclusion

Research shows that employment service "cloud platform" is the mainstream development trend of good matching between labor supply and demand in the post epidemic period, while for college graduates, "cloud platform" is an innovative job search platform that can solve the actual needs with high quality. In the post epidemic era, the normalization, institutionalization and precision construction of "cloud platform" plays a good role in promoting the stable employment of college students. At the same time, the "cloud platform" is a complex and systematic project. It is necessary to form a co governance and sharing platform with the theme of schools, the leadership of enterprises, community cooperation and institutional guarantee, and constantly improve and optimize the public service work of all links of college graduates' employment, so as to promote the close connection between college talent training and the needs of all sectors of society, so as to maximize the utilization of educational resources and social management level.

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