

A Survey on the Employment Outlook of Senior Students in Beijing Universities--Taking Beipec College of Economics and Management as an Example

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Abstract: The employment situation of college students in China has gradually become severe in recent years, due to the increasing number of college graduates and the impact of force majeure factors. The successful employment of college students after graduation has emerged as a pressing concern for society at large. Through various research methods, this paper takes the senior students of Beijing Institute of Petrochemical Technology as the survey object, and based on the analysis of their employment concepts, finds out the problems existing in their employment concepts, and puts forward the corresponding countermeasures and suggestions from students, colleges and relevant departments at various levels. It is hoped that this will help students to improve their self-knowledge and to some extent clarify their career plans, as well as playing a guiding role in their active employment. With the continuous development of society and sustained economic growth, the college student population is also expanding, and the level of higher education is gradually increasing. Along with the popularisation of higher education, the employment situation of college students is facing a series of opportunities and challenges.

1. Current Employment Situation of University Students

1.1. Employment Environment Is Becoming More and More Severe

After the pandemic, the GDP growth rate slowed significantly, and many enterprises, under the premise of unfavourable predictions of future market conditions, resorted to layoffs to reduce cost pressures and reduced school recruitment in order to survive. The decline in business demand and the relative tightening of employment space has led to a decline in the number of available jobs and the size of the jobs. By contrast, the number of university graduates has been rising year after year as higher education has become more widely available. [9] However, job growth has been relatively limited compared to the number of graduates, leading to increased competition for university students. In particular, the increased employment pressure on recent graduates is tacit in some

popular sectors and in popular cities.

Increased demand for exam training has been further driven by the increase in the number of graduates and the pressure on employment. The number of new graduates from China's colleges and universities will reach 10.76 million in 2022, up 18 percent year-on-year. Civil servants, teachers and other positions with more stable and secure incomes are attractive to job seekers against a backdrop of increasing employment pressures, which, combined with a rise in the number of people being employed, is driving a rapid increase in demand for recruitment-based training. Graduates are also more conservative in their employment, preferring large enterprises and state-owned enterprises, and the proportion of those choosing entrepreneurship and flexible employment has dropped significantly.

1.2. Impact of Institutions and Majors on Employment

According to the "2022 Research Report on Employability of College Students" released by Wisdom Recruitment, the proportion of master's degree and junior college getting job opportunities is higher than that of undergraduate, in which the disadvantage of the second college is even greater, whether it is the proportion of receiving interviews or obtaining job opportunities is relatively low.

The reasons for this are on the one hand the policy of supporting and encouraging vocational education, some college students are only satisfied with the courses they have learnt in school, lack of broad knowledge accumulation and the ability to solve practical problems, coupled with the lack of language expression ability, they are nervous, timid, and don't share to show themselves on job application occasions, and thus miss a lot of job opportunities, whereas the specialists have more professional skills and social experience compared to the undergraduates; on the other hand, specialists have fewer requirements and lower expectations for employment positions, and it is easier for them to find employment. The most fundamental reason for this in recent years has been the fact that the size of the enrollment of university colleges and universities has been expanding while the enrollment of head colleges and universities, such as 985 and 211, has been shrinking. As a result, it can be predicted that college graduates may still be able to maintain some of their advantages in the face of head-hunting, but the difficulties faced by graduates of secondary schools may be further exacerbated.

In terms of specialization, there is a relatively high market demand and rate of return for science and technology majors due to the significant reliance of modern society on these fields. Whether in industries such as IT, communications, electronics, manufacturing, construction or energy, a substantial number of professionals with expertise in science and technology are required. As a result, graduates who choose to major in science and technology tend to be more likely to find jobs in the job market. In addition, many emerging industries and fields are on the rise, such as artificial intelligence, the Internet of Things and biotechnology, as science and technology continue to advance and drive innovation. The demand for science and technology professionals in these fields is even more pressing, and graduates have the opportunity for better career development in these fields.

1.3. Distribution of Popular Jobs

According to the 2023 edition of the Employment Blue Book (including the 2023 China Undergraduate Employment Report and the 2023 Higher Vocational Employment Report), the proportion of fresh undergraduate graduates who are flexibly employed is 4.6 percent. Employment Blue Book defines part-time, freelance and self-employed employment as flexible employment.

With the spread of the Internet, many traditional industries have become deeply integrated with the Internet, giving rise to a plethora of new forms of employment. For example, emerging fields

such as e-commerce, webcasting and platform economy have provided abundant employment opportunities for college students. [7]New work patterns such as online offices and remote collaboration have also made college students more flexible in their employment choices. [15]The rapid rise of emerging industries, represented by artificial intelligence, big data and new energy, has provided a large number of job opportunities for college students. These fields require compound talents with solid expertise and strong innovation capabilities, providing a wide range of areas for university students to be employed. At the same time, more and more university graduates are choosing to start their own businesses, supported by national policies that encourage innovation and entrepreneurship. Graduates can use their expertise and skills in e-commerce, science and technology innovation, education and training to create their own businesses and realize their personal value.

2. Analysis of the Employment Status and Problems of Graduates of Beijing Institute of Petrochemical Technology

In order to understand the current employment situation of the senior students of Beijing Institute of Petrochemical Technology, the research team took the recent graduates of Beijing Institute of Petrochemical Technology as the survey object and designed a research questionnaire with the theme of the current situation of their employment outlook. The study is divided into three main sections, namely graduate career planning, employment outlook, and employment stress status and sources.

2.1. Career Planning Survey

At the career planning level, 53.92 percent of recent graduates surveyed chose to join the workforce after graduation, followed by graduate school at 32.35 percent, with enrollment in the military, public examinations and starting a business relatively less popular at 2.94 percent, 8.82 percent and 1.96 percent, respectively. From the above data, it can be seen that more than half of recent graduates plan their future by joining the workforce directly.

At the same time, 66.7 percent of them will choose to get employed immediately, accounting for as much as two-thirds of the respondents, while 11.7 percent will choose to get employed after half a year, 5.88 percent will choose to get employed after one year, and 15.69 percent will choose to get employed at a later time.

It is not difficult to see that although more than half of the students chose to join the workplace directly after graduation, there is still a large proportion of students chose to continue to further study or join the military life, even if the students who chose to join the workplace directly after graduation, many students chose to be employed after half a year, a year or even longer. This is the slow-down of employment. ^[11]In recent years, because of the growing wealth of the family, the pressure of life is reduced, coupled with the fierce competition for jobs, resulting in a sense of urgency of employment of college graduates decreased, a kind of not in a hurry to find employment "slow employment" phenomenon is becoming more and more prominent.

2.2. Survey on Employment Outlook

2.2.1. Lack of motivation

According to the data, each respondent has their own employment direction, while 90.2 percent of respondents plan and expect a future direction in employment. 48.04% of respondents had a clear goal and were working towards it; while 42.16 percent of respondents said they have a goal, they

are still somewhat confused, and even 9.8 percent have not thought about it, have no clear plan of how to achieve it and lack autonomy. They have no clear plan on how to achieve their goals and lack autonomy and motivation. At the same time, only 3.92 percent of recent graduates had an in-depth understanding of the employment and entrepreneurship-related preferential policies issued by the state, 64.71 percent had some knowledge of them and even 31.37 percent had not heard about them; at the same time, when we asked whether they knew about the employment status of previous graduates, 72.55% chose not to. In addition, only 20.59 percent of the respondents were aware of preferential policies for Western jobs. When it comes to the question of whether they are willing to go to the western region or remote villages to participate in public services, only 12.75 percent of the fresh graduates were willing to go, 51.96 percent of the fresh graduates refused to go, and 35.92 percent of the fresh graduates indicated that they needed to think about it.

2.2.2. Family Dependence

While collecting data from the questionnaires, the research team also conducted offline interviews with survey respondents. The following result was obtained: as a post-00 graduate, it is indeed a common fact that home conditions are relatively superior. Such superior conditions may lead some young graduates to be relatively weak in self-care. As they have enjoyed the pampering of their families for a long time, they may lack the experience to solve problems and assume responsibility on their own. Consequently, when confronted with career choices for the first time, individuals tend to gravitate towards their comfort zone. In such instances, they are inclined to favor occupations that align with their parents' professions or are geographically proximate. This behavior can be interpreted as a pursuit of stability and security, enabling them to easily acquire familiarity and convenience within their fathers' occupational domain or close to home.

In addition, some recent graduates may also try to obtain employment directly by using the resources of their parents' social networks, and such behavior can also be seen as a quest for security. [3]They want to use their family background and relationships to ease their way into the work environment and reduce the pressure of facing the unknown and competition.

In general, recent graduates tend to prioritize working in their hometowns when making career choices due to the influence of familial background, familiarity, and a sense of security. However, it should be noted that not all recent graduates will make such decisions. There are still individuals who possess the courage to take risks and pursue their own aspirations and opportunities for personal growth. Those who are willing to step out of their comfort zones and actively seek career expansion are more inclined to opt for job prospects in different cities or away from home. [5]This behavior enables them to gain exposure to diverse living and working environments while broadening their scope for professional development.

2.2.3. Selection blindness

China's higher education is in the midst of a popularization phase, with a total of 81 colleges and universities increasing their enrollment plans by more than 5,000 students for the 2023 Beijing gaokao. Undergraduate students increased, the number of fresh graduates also increased year by year, in 2022 the fresh graduates of colleges and universities was 10.76 million, 1.67 million more than in 2021, with the increase in the number of college graduates, the competition for jobs is becoming more and more intense, despite the prevalence of short videos at the moment, fresh graduates are still more inclined to a stable job, 80.39 percent of the people's direction of employment is a state-owned enterprise, and 61.76 percent of them chose the Institutions, the competition can be quite fierce, which creates great pressure on fresh graduates. [8]Employers, especially administrative units, institutions, state-owned enterprises, foreign enterprises and other

popular positions in the recruitment conditions of the academic requirements have increased year by year, more and more college students in order to pursue these positions or the ideal salary in the future, choose to continue to graduate school, so as to alleviate the pressure of their own employment as well as to strengthen their own competitive advantage, the group of graduate school year by year to expand to a certain extent from the crowd mentality and the trend of the times the result of the general trend.

2.3. Employment Pressure Situation and Source

Graduate employment pressure originates from imbalances caused by the external employment environment. They often have to deal with challenges from several sides. In addition to internal factors such as intense competition and their own lack of competence, external circumstances can also have an impact on pressure. For example, unstable economic conditions, changes in labor demand and industrial restructuring can all have an impact on the employment situation of graduates.

Moreover, today's society has increasingly high employment expectations for graduates. Many recruitment firms require candidates to have work experience, putting a lot of pressure on graduates who do not have internship experience. At the same time, many companies also set high requirements for graduates, expecting them to have multiple skills and abilities, which also creates more challenges and pressures for graduates.

Only 6.86 percent of the interviewees said that they had no employment pressure, and 33.33 percent said that they had a lot of pressure, which originated from many aspects, the most important of which is the pressure of competition for employment mentioned above, 84.21 percent of the interviewees think that the competition for jobs is fierce, 47.37 percent of the students think that their own ability is insufficient, 44.21 percent of the students think that they lack of social relations etc. Several factors have combined to create huge job pressures for recent graduates.

New graduates had their own ways of coping with various job pressures, with relaxation through entertainment being the most common form of stress relief among respondents, with 58.95 percent of respondents playing games and listening to music to relieve stress; at the same time, confiding in friends and relatives was also common, with 55.79 percent of respondents choosing to relieve their own pressure; 36.84 percent of positive and strong respondents would choose to relieve their own stress, 36.84 percent of positive and strong respondents would choose to relieve their own stress, and 36.84 percent of positive and strong respondents would choose to relieve their own stress. 36.84 percent of the positive and strong respondents would choose to continue to learn and improve their abilities and use their progress to relieve stress. In addition, there are other ways to relieve job stress and tension, such as through exercise. In general, there are many sources of stress, but there are also many ways to relieve it.

3. Countermeasures and Recommendations

3.1. Adjustments and Efforts Made by College Students Themselves

3.1.1 Change the concept of employment and establish the concept of employment in the new period

College students should abandon the complex of "social elites" and establish a popular concept of employment from a practical point of view. At present, there are still many vacant positions in society, small cities, villages, and other places where talent is urgently needed, small businesses, private enterprises, and there are still a large number of employment requirements; college students

should also build grass-roots awareness, career awareness, and awareness of the struggle to reach the grass-roots level to exercise themselves and tap into their potential; you can also look to the west, to the west to exercise to become a talent, and gradually set up a "first employment, and then choose a career! Gradually establish a "first employment, then choose a career" career choice strategy, from the reality to choose their own job search path.

3.1.2. Career planning, being well prepared

In the face of tough employment conditions, the personal qualities, ability, expertise and team spirit of graduates will be important factors in leading graduates to choose a career. ^[4]The survival of the fittest is the law of the competitive system of the market. College students can only continue to improve their quality, master their skills, and seek their ideal positions in order to take the initiative in the competition for employment. For example, in a school of learning, students should cultivate a correct outlook on the mind, be adept at their own status analysis, and establish clear directions and goals; college students should develop the habit of learning, strengthen cultural learning and broaden the knowledge base, and instead of studying for exams, they should study for their own learning, taking professional courses while learning about their own interests in learning and enriching the structure of knowledge.

3.1.3. Self-employment, relying on one's own strength to solve employment problems

Under certain conditions, college students can find business opportunities, give full play to their skills and take the path of self-employment, which can provide a new employment channel for society and ease the pressure of employment while solving their own employment problems.[12]

3.2. Suggestions to Schools

3.2.1. Accelerate the reform of comprehensive quality education

Schools should speed up the reform of education and teaching in line with market demand and employment, properly adjust the structure of disciplines and professional settings, and run schools in line with society and the market. Adjusting the professional structure so that it is in line with enrollment, graduates are more likely to be employed, more students are enrolled due to the pressing social needs of the profession, the quality of teaching is not high, unreasonable specializations are established, enrollment is reduced or stopped; instead of the past emphasis on theory, light on practice, light on knowledge, light on the capacity of the cultivation mode, we should open up the professional features of practice in a strong curriculum so that students have solid professional knowledge; go to other good schools and study and learn from other schools and learn from other schools. Good schools learn and research, and learn from good teaching methods, while paying attention to the social development of the demand for composite talents and strengthening the cultivation of comprehensive qualities in students.

3.2.2. We should strengthen the job guidance for graduates

Employment guidance for college students shall be strengthened by the department of employment and the corresponding management, and employment guidance for college students should be extended throughout their learning career and not only limited to students near graduation. [6]Class teachers, counsellors and graduation tutors should set up a guidance team to communicate and understand each other, and make clear the needs of college students at each stage of their

employment, from class teachers to graduation tutors, from daily life to graduation preparations. Teachers at each stage should have the ability to answer questions about employment. [10]At the same time, we should actively promote the school's employment counselling centre on a wide scale, so that it can really play its role, so that students can fully understand the school's various help departments, and should not appear the phenomenon of blindly asking for teachers to reduce the time cost of the students.

3.2.3. Establishment of high-quality, professional career mentoring teams

The overall quality of the university's employment mentoring team plays a key role in driving university student employment. This requires professional training for the full-time staff working on employment guidance for university students to improve their business level and integrated quality. [1]At the same time, teachers with expertise in psychology, sociology, pedagogy and informatics should be actively absorbed into the career guidance team.

3.3. Suggestions to Relevant Departments

3.3.1 Policies and regulations should be developed to improve the employment market system

Governments at all levels should begin to regulate the employment market, establish and improve laws and regulations, and gradually bring the work of graduates into a legalised and standardized track. They should also continue to improve the employment policy for graduates, eliminate employment discrimination, deepen the reform of personnel, household registration and other related employment systems, break the market segmentation caused by household registration, and regulate the employment market.[2]

3.3.2. Strengthening macro-control and promoting the reasonable flow of talents

The state should take necessary macro-control measures and use necessary administrative and economic means to achieve a reasonable allocation of talent. Under the Beijing-Tianjin-Hebei integration plan, preferential policies should be provided to encourage Beijing students to move out of the city, so as to make the flow of talent reasonable. [14]It should also be seen that there is a shortage of talent at the grassroots level in China and there is a huge demand for employment, and the state should also formulate relevant policies to encourage university students to join the grassroots level to achieve employment and train to become talented.

3.3.3. Establishing unemployment protection and training mechanism for college graduates

Graduates are valuable human resources in China, and their unemployment is a huge waste of talent. From the government's point of view, relevant legal norms should be formulated, which can not only maintain social stability, but also reflect the state's "respect for knowledge, respect for talent" policy. [13]At the same time, in view of the fact that graduates are not able to find jobs in a timely manner, various training courses should be organized in a targeted manner to enhance employment guidance and improve the competitiveness of unemployed graduates in the job market. For example, the street can provide some timely employment information and channels to the unemployed college students, at the same time, the street can also effectively organise relevant lectures for the unemployed college students to explain what channels to understand the employment information, employment interviews need to pay attention to the relevant content, so that unemployed and unemployable college students to better understand the relevant information,

so that it will be with their job search, reducing the number of unemployed people.

3.3.4. Increase preferential policies to encourage college students to start their own businesses

In addition to the existing tax incentives, we can also implement preferential policies aimed at fostering entrepreneurship among college students. For instance, offering corresponding capital subsidies and providing entrepreneurial coaching specifically tailored for aspiring student entrepreneurs. Moreover, it is crucial to establish support mechanisms for those college students who encounter challenges in their entrepreneurial endeavors. Additionally, organizing more innovative entrepreneurial competitions with extensive publicity will facilitate the participation of investment firms and university students alike, thereby increasing employment opportunities for university students and alleviating the pressures associated with starting a business.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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