

Study on the Supply Behavior of the "Post-90s" Workers in China

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Abstract—Since the reform and opening up, China, as a populous country, has developed rapidly with abundant and cheap labor resources, and has won a place in international trade by relying on the comparative advantage of low-cost labor force. Against the background of the gradual reduction of population dividend and the rapid development of artificial intelligence technology in China, it has become very difficult to achieve the goal of sustained and healthy economic development and social stability by relying solely on the expansion of the scale of labor force. However, in this period, the "post-90s" high-quality workers began to emerge in the labor market. What are the characteristics of their job selection behavior? What impact does it have on China's current economic development? What unprecedented challenges will the characteristics and trends of this supply behavior bring to different industries in China? What measures should individuals, enterprises and the state take in response to this trend?

Keywords—"post-90s" workers' job selection behavior; human capital; artificial intelligence; soft work

I. INTRODUCTION

With the development of social productivity and the improvement of medical level in China, the degree of aging is increasing. At the same time, the number of newborns is declining and the demographic dividend is decreasing year by year. On the one hand, because of the comparative advantages in international trade, China mainly exports labor-intensive industries and products, so the demand for labor is still very strong. On the other hand, under the impact of foreign capital and advanced technology, it realizes that it can't meet the requirements of economic development and international trade only by relying on low-end labor force. That is to say, the horizontal effect of labor supply, which depends on the expansion of labor scale and the increase of population to improve the level of economic development, is decreasing. However, the vertical effect of relying on high-end talents who invest more in human capital to develop economy is increasing. One of the reasons is that the return on investment of human capital is the highest compared with other factors of production. Moreover, according to the current situation, the new generation of workers after 1990 will not decline to shoulder a responsibility in this respect. They have gradually become the main force in the labor market of China, and play a decisive role in the modernization construction of China now and in the future.

It is aware that the labor market is the derivative market of the product market and the service market, but it will also affect or lead the development of the product and service market to some extent. Therefore, it is of far-reaching significance for the workers, the industry and the country to study the supply behavior of workers after 1990. Workers can adjust their view of employment accordingly to meet the needs of the market. Enterprises can make changes according to the characteristics of the new generation of workers' job selection behavior to attract the high-quality labor force. The state can formulate corresponding policies from the macro level and promote the positive interaction and healthy development of the labor market and product market through appropriate adjustment of labor relations.

II. RESEARCH ON THE CHARACTERISTICS AND REASONS OF "POST-90S" WORKERS' SUPPLY BEHAVIOR (JOB SELECTION BEHAVIOR)

A. Being "High-end" Oriented, and Tending to Do Knowledge-based Labor

As this paper mentioned before, with the improvement of the level of higher education and the implementation of equal education, "post-90s" workers have gained more educational resources and opportunities, and there is also more investment in human capital. Based on the signal function model of education, the workers with high quality and professional technology send a signal to enterprises that they have high productivity. Similarly, they tend to choose jobs that require high level and high skills to be competent. Higher academic qualifications label them as "creating greater value for enterprises", which makes them more advantageous in the labor market. Moreover, because of the self-selection effect of high-quality workers, they will find "high-end" posts that match their own characteristics and abilities, such as scientific research, education, and middle-level and above managers, which tend to work intellectually.

B. Focusing on Interest Rather Than Making a Living

The generation after 1990 seems to be born with "golden spoon", enjoying the good life created by their predecessors and the development results of reform and opening-up. Almost, all of them have received good and comprehensive education. Their "self-awareness" is strong, and their employment concept has changed a lot. Therefore, choosing

a job is not simply for making a living, and they are more concerned about whether the position is in line with their interests. They more expect to be respected and recognized in their work, more expect to have good opportunities for development, and pay more attention to the realization of self-worth.

C. Preferring Flexible Work and Not Sticking to "In-system" Posts

These talented people with higher quality often have higher requirements when choosing jobs. In today's education system, everyone can develop in a personalized way. Therefore, these "post-90s" workers are not accustomed to the "nine-to-five" work and "one-size-fits-all" life. When choosing jobs, they tend to select the jobs that have flexible working hours and work places. At the same time, they don't have great interest in the "work within the system", such as "state-owned enterprises" and "central enterprises". In addition, the advent of information technology, the era of network and the unprecedented progress of communication technology provide more space and possibilities for the realization of this kind of behavior, and they can complete the work without leaving home.

D. Low Work Tolerance and Low Proportion of Manual Labor

The emergence of this trend is not due to the decline of physical fitness or health level of "post-90s" workers, but to the improvement of living standards and technological progress, such as the development of walking tools. Therefore, the new generation of workers' living habits and game projects hardly require them to spend too much physical energy when they are young, which makes them work tolerance lower compared with their predecessors. The so-called technological world is created by lazy people, which is not unreasonable. Of course, the health awareness of the "post-90s" generation is unprecedented. If they have to choose jobs with high risk or low income, they tend to prefer the latter, that is to say, they care more about the size of the damage they suffer. This is a bit similar to the analysis of investment and output of economic projects. From the perspective of investment, they are risk averse.

E. Tending to Select the Jobs Creating Social Benefits Rather Than Economic Benefits

First of all, it should solve two problems: what is economic benefit? What is social benefit? In academic terms, economic benefits are the social wealth obtained through the exchange of commodities and labor, that is, to achieve as much business results as possible with as little labor expenditure as possible, or to achieve more business results with the same labor expenditure. Social benefits refer to maximizing the use of limited resources to meet the growing material and cultural needs of people in society, but this often takes a long time to play out. Generally speaking, economic benefits promote the development of productive forces, and social benefits improve people's happiness. Speaking of this, it is necessary to go back to the progress of science and technology. In recent years, the progress of

technology has made a qualitative leap in productivity. At the same time, some simple and repetitive production activities are gradually replaced by products such as industrial robots. At the same time, people pay more attention to spiritual enjoyment, and the country places the improvement of cultural soft power in an important strategic location for national development. Therefore, some "post-90s" workers will be willing to choose some jobs that can bring social benefits, such as film and television critics, food connoisseurs, etc. These jobs can't create substantial wealth for society, but can enrich people's cultural life, enhance people's spiritual realm, and realize the life value.

F. Stronger Bargaining Power in the Labor Market, and Paying More Attention to the Protection of Their Own Rights and Interests

Why keep learning? The answer to this question can be seen from the job selection behavior of "post-90s" workers. They invest more human capital and have higher quality. Compared with low-educated workers, the degree of information asymmetry is relatively small, and the scope of choice is very large. At the same time, the substitutability of high-quality talents is very small, so they are in the advantage position of labor market, and have stronger bargaining power and negotiation ability. Moreover, with the continuous improvement of the current social labor policy and the establishment of the tripartite consultation mechanism, the significant differences in the power contrast between workers and employees are gradually being broken. In addition, these high-quality talents are more conscious of protecting their rights and interests. They know how to protect their rights and interests, and they will not be resigned to it. They will seriously show their attitude at the critical time. For example, they can't stand working overtime for no reason, etc.

III. PROSPECTS FOR "POST-90S" WORKERS' SUPPLY BEHAVIOR

It can boldly make imagine. If the influence factors are only positioned to the development of artificial intelligence, what changes will happen to the "post-90s" workers' job selection behavior? Talking about artificial intelligence, people think more about its oppression and occupation of the labor market. Let's not say what harm it will bring to us. It is necessary to think about it from another angle. Is the progress of artificial intelligence really only bad for workers? If the development of artificial intelligence can greatly improve the productivity, it does not need so much labor force to do simple repetitive work, even accounting, technical jobs are likely to be replaced. At this time, for these high-quality talents after 1990, can their work be shifted from the goal of creating value to the goal of enjoying value and consuming value?

The progress of technology and the improvement of productivity have led to the shortening of the necessary labor time in society, thus liberating a large number of laborers from the production field and opening up new fields of work. It can temporarily be called "soft work", and the nature is roughly the same as that of the previous work of creating

social benefits. In other words, in the age of extremely rich material resources, it is not necessary to worry about the fact that intelligent robots may take the place of human work. People can enjoy the results they have created. Of course, the development of intelligent robot must be controlled by human and the wealth created by artificial intelligence is enough for human use and consumption, but this is only a distant idea. The great scientist Mr. Hawking's worries about artificial intelligence are not unreasonable. However, people can't treat artificial intelligence as "Dayu controlling water". The "blocking" is not feasible, and it can only achieve success by "dredging".

The progress of science and technology has contributed to the transformation of labor. There is no doubt that a large number of labor posts may be replaced by robots in society. But at present, some posts that do not require high professional skills and knowledge are still available. The object of our study and the post-90s workers can temporarily relax their vigilance. Of course, the development of artificial intelligence has another advantage. The arrival of the information age has led to less stringent requirements for working hours and places, which is bound to have a significant impact on the job selection decision-making of the new generation of workers. Can the talents flow freely? Perhaps, work can be decoupled from specific occupations and fixed places. If people can come up with a set of practical methods, can workers live peacefully with intelligent robots?

IV. CONCLUSION AND SUGGESTIONS

A. Conclusion

From the above description, it can see that the supply behavior of "post-90s" workers is significantly different from that of the past. They pay more attention to factors rather than salary, such as welfare, respect, development opportunities, interest, recognition and good working environment. At the same time, they prefer flexible works such as flexible working hours and working places. It is precisely because of this behavioral tendency that the supply behavior of "post-90s" laborers has little contribution to the development of the primary and secondary industries. However, they can play a great role in promoting the tertiary industry, and they can deliver more excellent and high-quality talents to this industry.

B. Suggestions

At the beginning of the article, the author has talked about the significance of studying the supply behavior of "post-90s" workers. From the perspective of individuals, enterprises and industries, it plays an important role.

1) *For individuals:* After all, the labor market serves the market of products and services. Therefore, individuals should adjust their view of employment to meet the needs of the market to a certain extent. This is also beneficial to workers. Compared to "post-70s" workers and "post-80s" workers, "post-90s" workers have higher requirements and threshold for job selection. Sometimes, they will blindly

choose jobs without considering their own competence, which is very unfavorable to the coordination and mutual matching of the labor market, but also will cause waste of social resources.

2) *For enterprises:* In recent years, many enterprises have difficulty in recruiting workers, including not only workers, but also the new generation after 1990. Enterprises need to think carefully about how to attract these high-quality talents. When analyzing the supply behavior, it is necessary to prescribe the right remedy, increase welfare, and create a good corporate atmosphere and harmonious interpersonal relationship. It must pay attention to internal and external fairness. For some special high-quality scientific research or management talents, the enterprises should "give out", improve stock options, improve deduction salary, annual salary and other forms of incentive pay, which are in line with the requirements of enterprise management and meet the requirements of enterprises. Under the premise of affordability, enterprises can try efficiency wage, give full play to the incentive and guiding role of efficiency wage, and improve productivity.

3) *For the State:* As the "visible hand" in the market, the country needs to solve the problem when the market can't allocate resources effectively. The government must stand on the individual, enterprise and international point of view, fully consider the needs of different subjects, and combine the current domestic and international economic, political and cultural situation to constantly improve the labor policy and labor law. The superstructure reacts on the economic basis as a guide, regulator, supervisor, and labor relations need the guidance of law and policy. In addition, the government should pay attention to the education and guidance of workers after 1990, and then they can adapt to the development of industry and economy. The government should also actively promote industrial reform and upgrading, transform the mode of economic development, maximize the advantages of socialism, adapt workers to the instrument of production and means of production, and let the industrial structure dock with the supply behavior characteristics of "post-90s" workers, so as to make China turn to the growth-oriented country of human capital dividend.

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