

Analysis on the Current Situation of Employment Market for Private College Graduates and Reflection on Suggestions

—A Case Study of Wuhan Technology and Business University

Mei Guigui

Career Center

Wuhan Technology and Business University

Yang Fan

Office of admission and employment

Wuhan Technology and Business University

Abstract—Employment is the priority for people's livelihood. It is of great significance to create a sound employment market for college graduates. This paper concludes the advantages and disadvantages of the construction of employment market for private colleges through analysis of the current situation of employment market from the perspective of private colleges. In addition, based on the reality of graduate employment in Wuhan Technology and Business University, the paper proposes such suggestion as "connects communication, self-promotion and new mode". Communication means that it should respond to government's call to precisely connect regional economic development with enterprises demand and introduce the third party agency in a proper way to take part in the construction of employment market. Self-promotion means that it should strengthen information construction on campuses and create sound employment atmosphere while participating in the whole process of supervision. New mode means that it should try to cooperate with enterprises to train campuses promotion ambassador and "intrapreneurship" of alumni enterprises. By doing so, well-constructed employment market for private college graduate will be realized.

Keywords—private colleges, employment market for graduates, precise connection, employment atmosphere

The Notification of the Work on Graduates Employment and Entrepreneurship in 2018 for Regular Institution of Higher Education issued by Ministry of Education points out that employment is the priority for people's livelihood. The employment issue is of great concern to students themselves and their families, the construction of socialist modernization and social harmony and stability[1]. The employment of college graduates is an important livelihood project in educational field. It is of great significance to do well the employment of college graduates. Therefore, it is the top priority for employment task to strengthen the construction of employment market for college graduates. However, due to the influence of Internet and idiosyncrasy of new generation graduates, the construction of employment market confronts new opportunities and challenges. How to do well employment guidance education for college students, how to improve employment service and how to construct employment market adapted to new situation in order to improve its operational effectiveness, which is of great practical significance to help graduates to hunt jobs fully with high quality.

I. THE INTRODUCTION OF EMPLOYMENT MARKET OF PRIVATE COLLEGE GRADUATES

The employment market for college graduates mainly includes traditional employment market which is mainly presented in the form of campus publicity and job fair, campus network employment market which is an emerging employment market developed from the mode of "Internet + employment" actively advocated by China and derived from social network employment market, thus finally forming independent campus network employment submarket and combined employment market including practice base invested by private colleges, college-enterprise cooperative base featuring "production, study and research", combined training base, fieldwork base and job market composed by social relations such as alumni relation which are the products of in-depth cooperation between colleges and society.

Compared with other public colleges, the special aspects for the employment market of private college graduates lies in the independence of constructors in employment market, flexibility of market construction and diversification of employers.

A. *The independence of constructors in employment market*

The expansion of the employment market for graduates in private colleges is in accordance with the general requirement for the construction of employment market proposed by Ministry of Education on each college and university. Compared with public colleges, private colleges with their unique characteristics have more independence in formulating their own plans of employment market construction. In the process of implementation, private colleges can independently choose development orientation and construction emphasis according to their objectives of personnel cultivation and service objects.

Wuhan Technology and Business University aims to cultivate "applied senior professional talents with abilities in start-ups and innovation and high potentials" and "root in Wuhan city, orient towards Hubei province, radiate the whole country and serve forefront". And it relocates its graduates employment market according to the actual needs of social and economic development and independently chooses its

construction direction suitable for its long-term training objectives, its regional economy, its administration and management and its students' characteristics, which guarantees the long-term stability of construction direction for graduates employment market.

B. Flexibility of employment market construction

Private colleges have been developing for less than 20 years in China, which is driven by social needs and market economy. In order to fully satisfy the needs of students and self-development, each private college, compared with public colleges, tends to adopt more flattening organizational structure, reacts more quickly to the change of employment market, communicates more frequently with enterprises and carries out policies more quickly, which reflects the flexibility in the construction of employment market for private college graduates.

C. Diversification of employers

Besides many employers in society, the employers taking part in hiring graduates from private colleges also include those companies in industrial chain invested by private colleges. The

industrial chain companies are created by institutions of higher learning in entrepreneurial atmosphere. According to the development of Wuhan Technology and Business University, its founder responds to national call to be the pioneer of entrepreneurship in educational field. Its entrepreneurial, educational and management idea also have profound influence on each aspect such as its educational management, talents cultivation and output and so forth. Therefore, many private colleges have experienced rapid development in entrepreneurship education with significant effect, on the basis of which a batch of start-ups in industrial chains of institutions of higher learning have emerged to become the participants of employment market and new force to promote employment. This reflects the diversification of employers in the employment market for private college graduates.

II. ANALYSIS ON THE CURRENT SITUATION OF THE EMPLOYMENT MARKET FOR PRIVATE COLLEGE GRADUATES

A. Analysis on the current situation of employment

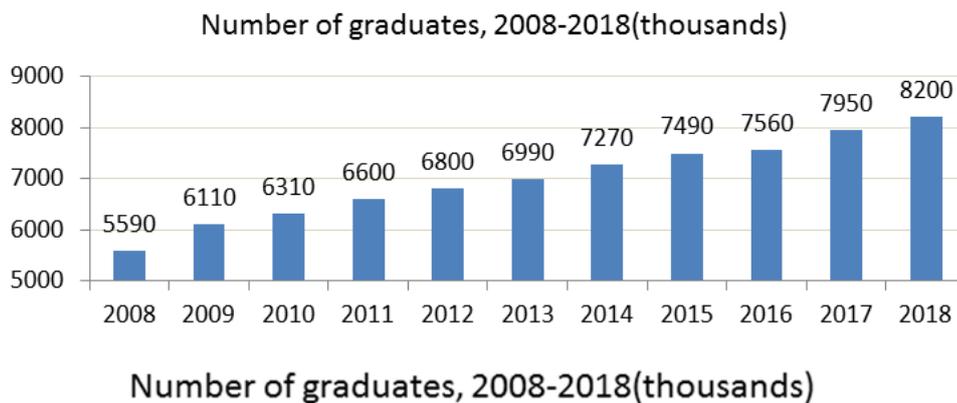


Fig. 1. 2008-2018 Number of fresh Chinese graduates

1) National overall situation

According to related survey, the number of graduates has shown an upward trend in ten years, reaching 8,200,000 in 2018. The government, society and college attach more importance to employment work but the difficult problems of "job-hunting" and "recruitment" co-exist. Therefore, it is essential for colleges to strengthen employment guidance and service, work closely with outside world to reinforce the construction of employment market, build more perfect employment market for graduates and establish service platform of precise connection between colleges and enterprises.

2) Regional employment situation

In recent years, major cities have introduced measures to compete for talent resources including policies on household registration, housing subsidies, employment subsidies, entrepreneurship support and efficient administrative work in an effort to attract talents. For example, Hangzhou, Xi'an and Wuhan. And graduates have more opportunities in the period

of expansion and industrial transition of each first-tier and second-tier cities.

B. Analysis of choice tendency for graduates

1) More rational and cautious in job-hunting

According to *Research Report on Employability of Graduates in 2018* by Zhaopin, under the background of enterprises and cities intensely competing for talents, graduates prefer to realize their own values, raise their wage level and emphasize the development prospect of cities and companies than choose "high-paid jobs with little work to do in cities close to their home", which indicates that colleges students are more rational in hunting jobs. They take current life quality, future development and the realization of self-value into consideration to look for jobs suitable for their interests. And they take more cautious attitude toward signing contract. They maybe reject jobs that do no suit their interests and professional development even if they have already gained offer[3].

2) *The phenomenon of "delayed employment" still exists.*

"Delayed employment" is a kind of phenomenon which mainly describes those college graduates who prefer to take time to think about their future development by taking oversea study tour, being volunteer teachers or starting up business instead of finding a job immediately after graduation or continuing to further study. The major group to choose "delayed employment" are those graduates with little living pressure whose family can afford relatively sufficient material conditions[4]. This is, firstly, due to graduates waiting for their results of recruitment examination for civil servant, public institutions and state-owned enterprises or preparation for the next years' examination; secondly, the employment situation is so severe for graduates that they cannot find a perfect job but

are unwilling to do the work they do not like, thus they choose to "escape from employment" temporarily.

3) *Analysis on the participative enthusiasm of graduates in employment market*

On-campus job fair and special lectures for companies led by colleges, co-organized by the third party and participated by enterprises dominate the employment-related activities in colleges. But according to the data from investigation and survey by Zhaopin in 2018, fresh graduates take little interest in traditional campus recruitment, which is also reflected in graduates who attend job fair held in Wuhan Technology and Business University in 2018.

TABLE I. ANALYSIS OF THE NUMBER OF GRADUATES PARTICIPATING IN LECTURES/CAMPUS RECRUITMENT

	Participated in 1-2 lectures	Participation in 3-5 lectures	Participated in more than 6 lectures	Never attended a lectures	Participated in 1-2campus recruitment	Participation in 3-5campus recruitment	Never attended a campus recruitment
National average	37.22%	23.78%	13.35%	25.65%	36.26%	16.05%	36.55%
WTBU investigation	32.97%	10.25%	0.00%	56.78%	31.65%	0.00%	31.27%

It is shown that although the employment situation for college students is not optimistic, under the influence of diversified development of employment channels, graduates are losing their interests in traditional employment market. There are about 30% graduates who never attend campus recruitment. On the contrary, in the first Internet "online job fair" held by Wuhan Technology and Business University in 2018, the number of participants is slightly higher than that of traditional job fair at 2.57%, which reflects that graduates prefer campus Internet employment market.

Employers which take part in the employment market of private colleges are less known and lack the diversified posts when compared with employer attending the employment market of public colleges. This is also one of factors that private college graduates take little interest in participation.

4) *Analysis of graduates' expectation on signing contracts*

According to statistics, with respect to the nature of working unit, state-owned enterprises with which graduates are expected to sign contracts rank the first for years, followed by overseas-invested enterprises and private enterprises. However, from actual aspect of signing contracts, private enterprises have the strongest capacity to recruit graduates. From the aspect of employment positions, general class functional positions such as financing and administrative position are the most competitive posts. But more graduates are forced to choose sales position in the end[2].

C. *Analysis of demand-supply in campus recruitment*

1) *Intense competition among enterprises*

Every autumn is the prime time for enterprises to "gather" in colleges to hold lectures and attend job fairs. In the past, it usually reaches the "heat" of the competition in October, but in 2018, since mid-September, such competition for talents has gradually reached peak.

2) *Graduates' participation opportunities*

According to the statistics of the number of sessions of enterprises into colleges in Wuhan, over 35 lectures will be held in colleges of the project 985 and project 211 at most every day. Only 1 to 3 lectures will be held in private colleges in Wuhan. Even none of lectures will be held in part of private colleges due to other arrangement. Thus, private college graduates have fewer opportunities to obtain job opportunities on campus than those in other colleges.

3) *The contradictory between the posts provided by enterprises and graduates' employment choice*

It is shown from the statistics of *China Employment Market Climate Report* that business climate index continues to prosper in 2017 with a year-on-year growth of national employment demand 39%, which indicates a large increase in jobs. According to the situation of enterprises attending job fair held by Wuhan Technology and Business University in the first half of 2018, 240 enterprises provide over 3,000 jobs. However, according to follow-up survey and feedback, the job fair only satisfies enterprises for talents needs of 49%. And in the statistics of first employment for 2018 graduates, it is shown that only less than 10% graduates ends up signing contracts with those enterprises which provide job opportunities in employment market of the college.

Therefore, in the operation of employment market for graduates, although enterprises oversupply jobs, graduates intensively compete for their desired jobs, which shows the contradictory of "difficulty of employment".

III. THE ADVANTAGES AND DISADVANTAGES OF THE CONSTRUCTION OF EMPLOYMENT MARKET FOR PRIVATE COLLEGE GRADUATES IN CURRENT STAGE

The attention to employment livelihood paid by the country, the emphasis on talents by local governments and various favorable policies bring a lot of opportunities for the construction of employment market for college graduates. The

advantages of private college graduates' employment market in current stage are analyzed as follows:

A. Government support

Since 2017, the ever intensive competition for talents among cities brings a lot of opportunities for the construction of employment market for college graduates. Many colleges have signed cooperation agreement with provincial, municipal and district governments to co-build employment market featuring college-enterprise precise connection. Take Wuhan for an example, many employment sub-markets have been built in colleges. Wuhan Technology and Business University has also reached consensus with Hongshan District Human Resource Bureau in our jurisdiction to build employment sub-market in Hongshan district.

B. High participation enthusiasm of enterprises

With the introduction of various regulations concerning non-governmental education such as *Enforcement Regulations on Promotion of Non-Governmental Education of People's Republic of China*, private colleges are increasingly recognized by society. In recent years, various state-owned enterprises, banks, securities financial institutions and private enterprises in the industries of large real estate, Internet and commercial service also have frequent exchanges with private colleges.

The ever fierce competition for talents enables enterprises to regard the battlefield of campus recruitment as the first battlefield for talents. Private colleges are gradually becoming the battlefield of each well-known enterprise.

C. Internal and external environmental advantages for private colleges

With favorable policies from the government and active participation of enterprises, private colleges have external environmental advantages for building employment market for graduates. In addition, private colleges should strengthen their own construction and input and strictly implement the requirement by Ministry of Education on the management of "institutions, personnel, funds and places", which means private colleges possess favorable internal advantages.

By combining with the actual situation in the employment work of Wuhan Technology and Business University, the employment market for graduates in private colleges still has many disadvantages:

(1) The government actively participates in college-enterprises talents precise connection and organizes multiple pairing activities for talents, but they mostly focus on the key public colleges with abundant human resources and pay little attention to private colleges.

(2) Small and medium-size private enterprises are active in the employment market of private college graduates. Large well-known enterprises provide relatively fewer jobs for private college graduates, most of which are sales position, far from graduates' expectation on employment.

(3) Private colleges mainly cultivate applied talents. After finishing the study in junior year, most students will practice in companies for above half a year and miss the prime time for enterprises recruitment, thus lacking employment environment

on campus. In Wuhan Technology and Business University, there are about 4,000 graduates every year, 2,600 of whom will be arranged for internship in senior year, but only one third of graduates can stay in college for traditional employment activities of "autumn session for employment".

(4) Employment guidance service relatively lags behind. Most private colleges pay little attention to employment guidance service and rest on large classroom teaching with little service on career planning consultation, career experience and other tutorial workshops, thus causing students taking time to focus on employment. Many students have sense of urgency for employment after graduation for half a year and weak awareness of participating in college employment activities.

(5) The fund of private college comes from investors. Private colleges lack governmental subsidies and support in the construction of employment market. However, it requires lots of money to realize the requirement of "personnel, funds, places", which is also the difficulty for private college to construct employment market.

IV. REFLECTION ON THE SUGGESTIONS OF EXPANDING EMPLOYMENT MARKET FOR PRIVATE COLLEGE GRADUATES

Based on the actual situation of graduates in Wuhan Technology and Business University and in accordance with the college mission of "providing high quality education and social service", the measure of "connects communication, self-promotion and new mode" has been proposed. Communication means that it should respond to government's call to precisely connect regional economic development with enterprises demand and introduce the third party agency in a proper way to take part in the construction of employment market. Self-promotion means that it should strengthen information construction in campuses and create sound employment atmosphere while participating in the whole process of supervision. New mode means that it should try to cooperate with enterprises to train promotion ambassador for campuses and "intrapreneurship" of alumni enterprises. By doing so, well-constructed employment market for private college graduate will be realized.

A. It should respond to governmental call to precisely connect with regional economic development and enterprises needs

In recent years, the government attaches great importance to the employment of college graduates. Private colleges should actively respond to governmental call, cooperate with related departments of governments at county and district level, build direct access platform among districts, colleges and enterprises and play a role of "catalyst" of the government in the construction of employment market, which can construct the market more efficiently. In addition, private colleges should also choose diversified enterprises and broaden their horizon in order to provide platforms for professional needs generated by new industries and business modes such as "shared economy" and "socialnomics" and provide more opportunities for graduates.

B. It should introduce the third party agency in a proper way to take part in the construction of employment market

Private colleges lack money and personnel in the construction of employment market and cannot compare with key public colleges in hardware facilities such as places. Therefore, it should introduce the third party agencies such as human resource companies to participate in the construction of employment market, which can solve the problem of inadequate professional ability. At present, various medium and large-size human resource companies in Wuhan have been increasingly working with colleges to co-hold campus job fair, some of which have built their own talents sub-market on campus. The introduction of the third party agency has brought more professional assistance for private colleges in the construction of the employment market and is very helpful for the connection between colleges and market.

C. It should create employment atmosphere as early as possible

It should create employment atmosphere as early as possible. To improve students' employment awareness is an important objective for professional education. But in the implementation, there still exists such situation as "tight at both end and loose in the middle" which means that students are indoctrinated with employment in freshman year and senior year but rarely pay attention to in sophomore year and junior year. Therefore, to ensure that the employment market plays a greater role in college graduates, it is important for students to participate in employment-related education activities during their college years. For example, in freshman year, it should conduct career planning teaching. In sophomore year and junior year, students should take part in career consultation, career workshop, employment-related lectures and competitions to earn credits. In senior year, they should attend on-campus job fair. In a word, it should provide employment service for student without stopping to create employment atmosphere.

D. It should strengthen the information construction and intensify the supervision and management on students' participation

Colleges should attach importance to campus information construction in order to respond to students' little enthusiasm on traditional employment market, build campus employment network covering a series of service such as career planning, appointment of employment consultation, signing up for employment-related lectures and publish of employment information with each grade involved and urge and manage students' participation process through data management. Moreover, it should cooperate with professional and experienced institutions such as Zhaopin, hold online job fair on an irregular basis and provide more communicative platforms for enterprises and students.

E. It should try to co-train campus promotion ambassador with enterprises

Nowadays, enterprises create many different publicities in order to attract graduates to take part in lectures and popularize their brands such as campus road show, face-on-face salon, enterprise open day, campus challenge competitions, enterprise

summer camp, etc. It requires doing lots of publicity before the successful implementation of these activities. And the best team for publicities in colleges is students themselves. Colleges can try to co-train campus promotion ambassador with enterprises. Students can assist or be responsible for the promotion of campus job-related activities. By doing so, firstly, it can train students' working ability; secondly, it is very practical. And it can guarantee the smooth development of activities and create active employment atmosphere; thirdly, colleges can have unified management on enterprises' execution and normalize enterprises' publicities on campus.

F. It should develop "intrapreneurship" of alumni enterprises to drive employment

Founded by investors, private colleges have the entrepreneurial characteristics in nature. Among the participants of employment market in private colleges, some of them are alumni enterprises formed in the atmosphere of start-up on campus. They become the companies in the industrial chain of private college. Some of those small and medium-size companies continue to develop in campus incubators, some of them have stepped out of campuses to be active and grow in other regions, some of them have become well-known companies in some fields. Most of the companies in the industrial chain start with from the platform and channels built by colleges or investors, thus being called as "intrapreneurship" of alumni enterprises. Based on campuses, "intrapreneurship" enterprises know well talents cultivation mode and use colleges to provide favorable platforms for alumni, which can drive students to hunt jobs and play a leading role in graduates' first employment.

V. CONCLUSION

Employment market for graduates is the first arena for college students to enter the society from campus and also the direct battlefield for enterprises to compete for talents. Employment is the top priority of the government. The construction of employment market on campus not only relates to the output of talent cultivation of institutions of higher learning, but also to the development of national talents value and social development.

Private colleges, as the product of the development of social and economic marketization, should be more active in the expansion of employment market. They should orient toward market, precisely connect with the needs of industries, businesses and enterprises, gather the forces from government and all sectors of society, attract diversified employment channels and widely investigate the needs of graduates and enterprises, thus precisely serving graduates, promoting the development of enterprises and bringing benefit to the whole society.

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