Analysis of Factors Affecting College Students' Employment in Post-epidemic Era

—A Case Study of 2023 Graduates of Tianjin Agricultural University

Ziya Guo[1,a,*], Yi Li[1,b], Jie Zhang[2,c]

[1]Undergraduate student in the School of Economics and Management, Tianjin Agricultural University, No.22 Jinjing Highway, Xiqing District, Tianjin, China

[2]Tianjin Agricultural College Counselor, Master of Public Administration, No.22 Jinjing Highway, Xiqing District, Tianjin, China

[a]1265864840@qq.com, [b]1652149048@qq.com, [c]1368954972@qq.com

*Corresponding author

Abstract: In the difficult situation of employment, the recent three years of epidemic prevention and control makes the employment problem more severe, the employment of college graduates has also had a huge impact. Employment is the most important part of people's livelihood. Guaranteeing the employment of college students is an important guarantee for improving people's livelihood and stabilizing the healthy development of social economy. In this paper, the structural equation model is used to analyze the collected results of the questionnaire, and the four main subjects of the government, college students, enterprises and colleges as the research object, to analyze the main factors affecting the employment of college graduates, and put forward the relevant countermeasures to promote the employment of college students in the post-epidemic era.

1. Question Posed

College students are the most active and dynamic force in society, and their employment has a bearing on national development and social stability. As the number of graduates continues to increase, coupled with the impact of the COVID-19 pandemic on economic development, college students are facing severe challenges in finding employment. At present, the total number of college students in China exceeds 44.3 million, and the number of college graduates in 2023 will reach 11.58 million. The employment of college students has attracted increasing attention from the government and society.

Since the 18th CPC National Congress, the CPC Central Committee and The State Council have issued a series of policy documents, stressing the need to continue to do a good job in the employment of college graduates and attach great importance to the employment of urban youth[1]. According to the current situation, the government has formulated relevant policies, which to a certain extent can effectively relieve the pressure of employment and promote the effective employment of college students. Colleges and universities, as an important hub connecting students and the society, have introduced many policies and measures to promote the employment of college students in recent years, and actively promote the employment of college students. At the same time, the number and development of small and medium-sized enterprises have been affected to varying degrees by the impact of the three-year epidemic. At the same time, the economic development in the post-epidemic era has also given birth to new industries. This is not only the result of the rapid development of the digital economy, but also the full embodiment of the changes in the lives and spiritual pursuits of young people. On the whole, the government's policy guidance, the demand of enterprises, the employment guidance of colleges and universities, and the competitiveness of college students have undoubtedly become the important factors affecting employment, and it is of great significance to carry out research on this.

2. Theoretical analysis and research hypothesis

In order to further improve the employment level of college students, this paper studies the influencing factors of college students' employment through questionnaire survey and model analysis. First of all, the government's policy, individual's decision, the demand of enterprises and the guidance of universities are taken as the four important dependent variables affecting the employment of college students in the post-epidemic era. Secondly, a combination of online and offline questionnaire survey will be carried out, taking 2023 graduates of Tianjin Agricultural University as an example. In order to maintain the rigor in the follow-up research and investigation process, the four dependent variables are analyzed and hypotheses are proposed.

2.1. Government policies

The employment choice of college students is diverse, and the change of employment environment and the new employment policy affect the choice of future employment of college students. "Satisfaction with current employment policy" and "impact of current employment policy on future employment choice" are taken as indicators to investigate students' satisfaction with the policy. The government establishes the relevant communication information platform for students and enterprises to contact each other, giving both sides convenience, "the satisfaction of providing employment information platform" is a major index to analyze the government's influence factors on employment. Based on the above assumptions are put forward:

H1: For the employment of college students, the government's policies play a positive role.

2.2. Individual decisions

The change of college students' social cognition constantly revises their employment plan, so "willingness to engage in work related to their major" is taken as the indicator. At present, some employers still impose varying degrees of restrictions on local university students from across the country. Taking into consideration factors such as post-graduation work location, family circumstances, personal preferences, and industry conditions, "returning to hometown or staying in Tianjin for work" is used as an indicator to analyze the influence of individual factors on the employment decisions of college students. Based on the above, assumptions are proposed:

H2: Personal decisions play a positive role in college students' employment.

2.3. Enterprise demands

The structure of enterprises is unbalanced, the relationship between supply and demand of talents does not match, and the situation of "more monks and less meat" appears. Simplify and optimize job-hunting and employment procedures, strengthen school-enterprise cooperation, for the current employment situation of fresh graduates should be changed. Investigate the data of "the impact of enterprise enrollment on the employment rate", analyze and summarize the relationship between the enterprise's initiative to recruit talents and the employment rate. Based on the above hypothesis:

H3: For the employment of college students, the demand of enterprises plays a positive role.

2.4. University guidance

Colleges and universities should promote market-oriented and socialized employment. Some schools hold multiple employment activities to provide opportunities for students to familiarize themselves with relevant knowledge in advance. The "employment guidance situation" and "employment opportunities provided" of colleges and universities are selected as indicators to analyze the factors affecting graduates' employment. Based on the above hypotheses are put forward:

H4: For the employment of college students, the guidance of colleges and universities plays a positive role.

3. Construction and analysis of the model

3.1. Selection of model

There are many factors affecting the employment of 2023 graduates of Tianjin Agricultural University, and there is no obvious correlation between many factors. Some factors can not be directly measured, so structural equation model (SEM) is selected. Structural equation model can not only make an overall analysis of a variety of variables, establish the relationship between variables, but also analyze the latent variables by measuring the observed variables, realizing the analysis of factors and factor structure.

In this survey, the software AMOS21.0 was used to establish factors affecting college students' employment in the post-epidemic era -- a structural equation model taking Tianjin Agricultural University as an example, including 5 latent variables and 11 observed variables, as shown in Table 1.

Table 1 Latent and observed variables Table.

Latent variables	Observed variables	Symbolic representation
Independent variable: Government policies	Satisfaction with current employment policies	q1
	The impact of current employment policies on future employment choices	q2
	Satisfaction with the employment information platform provided	q3
Independent variable: Individual decisions	The willingness to pursue work related to one's major	q4
	Willingness to return home or work in Tianjin	q5
Independent variable:Enterprise demands	The influence of corporate enrollment on employment rate	q6
Independent variable: University guidance	Employment guidance	q7
	Employment opportunities offered	q8
Dependent variable: employment situation of college students	Salary satisfaction	q9
	Work atmosphere satisfaction	q10
	Degree of employment perception influence	q11

3.2. Data acquisition and descriptive statistical analysis

The data required for this survey are mainly collected from online questionnaires. To ensure more pertinency, graduates of Tianjin Agricultural University in 2023 are selected as the survey subjects. 210 questionnaires were collected in this survey, with 204 effective questionnaires, and the effective recovery rate was 92.73%, which was greater than 90% specified in statistics, meeting the requirements of statistics and having statistical significance.

The results of the questionnaire were derived in Excel, then SPSS21.0 was used for simple descriptive analysis of the data, and AMOS21.0 was used to construct structural equation model for analysis.

3.3. Reliability test of questionnaire

SPSS21.0 was used for questionnaire reliability test. After testing, Cronbach's α coefficient value was 0.833, indicating that the reliability of the questionnaire was good and could be used in subsequent studies.
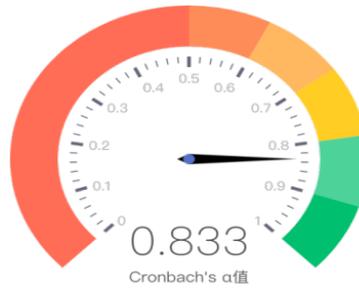
Figure 1 Reliability analysis general diagram.

3.4. Validity test

3.4.1. Exploratory factor analysis

KMO and Bartlett sphericity tests were used, and the results were shown in Table 2. The KMO test results show that the KMO value is 0.778, greater than 0.6. Meanwhile, the Bartlett sphericity test results show that the P value at the 1% significance level is 0.000, rejecting the null hypothesis. These two test results show that there is a strong correlation between the observed variables, which is suitable for factor analysis.

Table 2 Results of KMO and Bartlett sphericity tests.

KMO test and Bartlett test		
KMO values		0.778
Bartlett test for sphericity	Approximate chi-square	1315.193
	df	55
	P	0.000 * * *

Note: ***, ** and * represent significance levels of 1%, 5% and 10% respectively

3.4.2. Confirmatory factor analysis

The fit degree of the model was analyzed by software AMOS21.0. The fitting indexes are shown in Table 3.

Table 3 Fitting indicators.

P	CMIN/DF	GFI	NFI	CFI
0.000 * * *	4.078	0.897	0.897	0.919

Note: ***, ** and * represent significance levels of 1%, 5% and 10% respectively

After testing, the results of confirmatory factor analysis are shown in Table 3. It can be seen that CMIN/DF<5, GFI, NFI and CFI are all close to 0.9, and all indicators of the model are within the range of fitting parameters. The fitting is good, indicating that the corresponding relationship between factor division and variable measurement items is in line with expectations, that is, each latent variable can fit with the corresponding observed variable. Therefore, it can be considered that the structural equation model is well constructed and can be used in the subsequent analysis.

3.5. Path data analysis

AMOS21.0 was used to construct the structural equation model and the results are shown in Figure 2. The path coefficient of enterprise demand on the employment of college students is 0.959, and the corresponding p value is 0.000, indicating that enterprise demand has a significant impact on the employment of college students. The path coefficients of individual decision making and government policy on the employment of college students are 0.273 and 0.485 respectively, and their corresponding p values are 0.000, indicating that individual decision making and government policy also have a significant impact on the employment of college students. And the p value corresponding to the path coefficient of college students' employment under the guidance of

colleges and universities is 0.074, so the original hypothesis cannot be rejected, so this path is invalid.
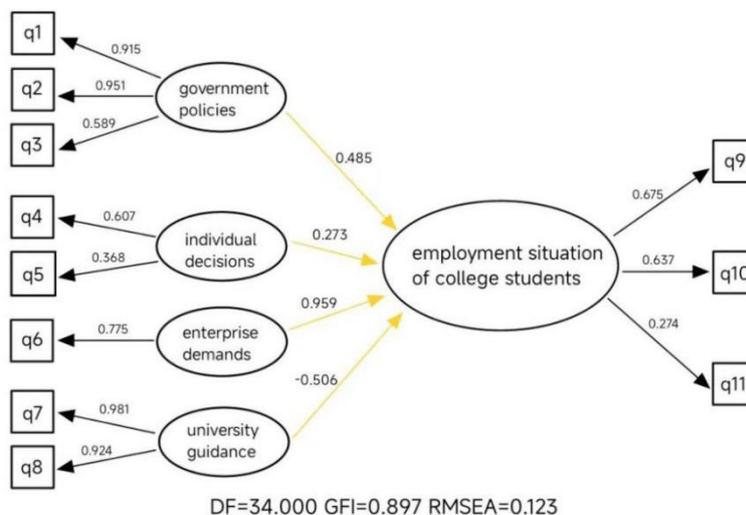

Figure 2 Construction of structural equation model.

It can be seen that among the four latent variables, government policy (0.485), enterprise demand (0.959) and individual decision (0.273) have a certain positive impact on college students' employment. However, college guidance (-0.506) has a low correlation with the employment of college students in the model, indicating that for the students of Tianjin Agricultural University, the university has a weak effect on the employment of students to some extent. Therefore, H1, H2 and H3 hypotheses are valid, while H4 hypotheses are not.

4. Conclusions and suggestions

4.1. Conclusions

Through the collation, analysis and research of the existing literature, this study divides the factors affecting the employment of college students into four dimensions, which are government policy, individual decision, enterprise demand and university guidance, proposes the hypothesis and builds the structural equation model, and analyzes the data combined with the questionnaire and literature collation. Finally, it is concluded that government policy, individual decision and enterprise demand all have a positive impact on the employment of college students, but for the students of Tianjin Agricultural University, the influence of college guidance is weak. Based on the above analysis results, this study believes that China is in the transitional stage of economic recovery in the post-epidemic era, and the government should play its relevant responsibilities to provide certain help for college students' employment, and standardize the communication among enterprises, universities and college students. College students themselves should strive to improve their core competitiveness, and seize opportunities; Enterprises should adjust according to the government's policies and exchange more information with universities to ensure the balance of supply and demand; Colleges and universities should effectively become the bridge between enterprises and college students.

4.2. Suggestions

4.2.1. The government will further introduce more employment policies and measures

The government encourages college graduates to work at the grassroots level, and they can be preferentially recommended to graduate students and state-owned enterprises if they meet certain conditions in tough areas. After the state has formulated corresponding solutions, each region should further promote the employment of college students and industrial development according to the local actual situation and characteristic industries.

In order to better improve the employment system of college students and fully guarantee employment, the government should establish an employment network information platform with more extensive coverage, expand employment channels, and cultivate a socially diversified employment model[2]. At the same time, the government should conduct more publicity activities.

4.2.2. College students should constantly improve their core competitiveness

It is extremely important for college students to have a good understanding of themselves and make decisions. College students themselves should establish a good psychological expectation of employment, evaluate their abilities and conditions correctly and objectively, choose the current career goals suitable for their own [3], and reduce the possibility of employment failure.

We should participate in more relevant social practice activities to enrich our cognition and knowledge, conduct self-cognition rationally, and understand our shortcomings and advantages[4]. Through a variety of ways to improve their core competitiveness in employment, in the process of job interview easier to find the desired job, so as to relieve certain employment pressure.

4.2.3. Enterprises are setting up a stage for graduates to find jobs

Enterprises are the main channel to attract employment, and the position setting of employers determines the future of the industry. According to the report, the employment boom in the eastern coastal areas or the Yangtze River Delta region is better. Other regions and local enterprises can also take advantage of the local geographical advantages and cultural characteristics, and start with the cultural characteristics to create conditions and increase jobs, so as to give play to the active vitality, ideas and innovative practices of fresh graduates. In addition, local areas can set up studios, service stations and other employment service modes, to provide new employment groups with recruitment, service, policy publicity and other full chain of employment services, to meet the needs of enterprises[5].

4.2.4. Colleges and universities should provide more practical guidance and promotion for college students' employment

As a bridge between enterprises and students, colleges and universities should actively promote college recruitment work, timely push high-quality enterprise resources and recruitment information to graduates, and provide graduates with good opportunities to prepare for employment.

Colleges and universities can consider the establishment of a special wechat public account or small program, strengthen the bridge between enterprises and students, arrange special personnel responsible for operation management, timely communication with the enterprises, the release of enterprise introduction, job fair information and other related push, and long-term cooperation on this basis to develop more high-quality enterprises, to solve the employment problem of college students after graduation.

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