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## Analysis on university students' difficulty in employment based on the approach of employment model

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### ABSTRACT

University students' difficulty in employment has become a major obstacle hindering university graduates' further development in the society. To address this issue, there are clear instructions in the "12<sup>th</sup> five-year plan" about boosting university graduates' employment. From the perspective of economics, there is a direct connection between graduate's employment and the economy. Economic prosperity usually demands an increasing supply of talents and therefore has a positive influence in graduates' employment. While in the period of economic slowdown, the need for talent is usually lower, and it's more difficult for university graduates to get employed. The employment model can lead to more accurate analysis of the difficulty in employment. By rationally analyzing the cause of formation, it is possible to provide an option to promote college graduates' employment.

### KEYWORDS

Colleges and universities; Difficulty in employment; Employment model; Analysis of cause of formation.



## INTRODUCTION

There are two major causes contributable to college students' difficulty in getting employed: inadequate analysis of the internal factors and insufficient protection from external factors. In terms of internal factors, the deep exploration of the internal connections among employment subject, employment object, employment recipient and employment consortium can lead to the preliminary establishment of employment model. And external factors, such as the environment for employment, the potential development of the market and economic growth, also have an important influence on university graduates' employment<sup>[1-2]</sup>.

The fundamental element of university graduates' employment is whether employment subject is qualified for the requirements made by employment object and whether employment subject is able to contribute to social and economic development. By introducing the "employment concept model for college graduates", we will have a thorough analysis of these issues and therefore have a clear idea of the effectiveness of this model. The employment model for university graduates is useful in rationally setting up the basic factors of employment and therefore smooth the way for inputting the data. It's helpful in analyzing the basic problems of the current situation of university graduates' employment and fully exploring the influencing factors. This is the key to address university graduates' difficulty in getting employed. By the establishment of the employment model, we can deeply explore the rationality of the process of graduate's job searching and find relevant solutions. It's valuable in getting university graduates promote social development and provides a direction for colleges and universities to cultivate talents and meets the social demand for college graduates<sup>[3]</sup>.

### THE EMPLOYMENT MODEL IN EMPLOYMENT-FIRST STRATEGY

#### **Economic development's influences on the establishment of employment model for university graduates**

There is a close internal connection between economic development and employment. The increasing economic growth inevitably leads to high employment for university graduates. Economic slowdown causes low employment for university graduates. Comparing with other countries, China maintains the momentum of economic growth, but the university graduates' employment in China is a disappointing issue. From which, we can detect the internal connection between economic growth and graduates' employment, but it's not absolute. Graduates' personal factors should also be taken into consideration. The improvement of employment will have a good effect on people's wellbeing, which is exactly a factor to examine China's economic development. From the analysis of the connections of the three factors, we can learn economic development's positive influence on the establishment of employment model for university graduates and it will promote talents' contribution to social development. Therefore, the scientific nature of establishing employment model can be strengthened and the analysis of the causes of difficulty in employment can be deep and thorough<sup>[4]</sup>.

#### **Partial influence of employment model by analyzing the external factors**

The thorough examination on the internal and external factors should both be taken into consideration while analyzing the difficulties of university graduates' employment. The external factors include the environment of employment, social and economic development, cultivation and formation of talents, ect. The internal factors are usually referring to personal abilities of university graduates, such as the expertise and basic abilities in certain fields. In the analysis of the difficulties in employment, the mere examination of external factors is obviously not complete and won't reach the fundamental causes of university graduates' difficulty in employment. According to the employment-first strategy, the scientific nature of employment model enables both internal and external factors to be included for

comprehensive exploration, which makes the model more all-round and provides solid foundation for comprehensive analysis of this issue and for getting university graduates getting employed<sup>[5]</sup>.

## THE ESTABLISHMENT OF EMPLOYMENT MODEL FOR UNIVERSITY GRADUATES

### The introduction of employment concept model for university graduates

“Employment concept model” is a set of abstract, objective descriptions that provide scientific explanations for the concepts and definitions involved in the process of getting employed, and scientific answers for different sections and objects (from the perspective of university graduates). All of these contribute to the scientific nature of this model and theoretical thoughts of dialectical unity, which lay the solid theoretical basis for “employment concept model”. While in reality, the different sections of getting employed form a rather complicated process. Three factors are involved: employment entity, employment business and employment field. There are four sections connecting these three factors: information, files, capital and personnel. The interactions of the four sections and the establishment of the employment model are shown in Figure 1:



Figure 1 : Employment concept model

Employment entity refers to the objects or units involved in the process of employment, ranging from individual graduates to governmental bodies, enterprises and public institutions. They are all referred as the objectives related to employment. Employment business refers to the relevant activities in the process of employment, such as application for a job, recruitment, interview, review and approval, etc. In simple words, employment business includes the specific settlements and negotiations involved in the process of employment. Employment field refers to the actual places used for the process of employment. It not only includes the job fair in campus and human resources market, but also the public places, such as governmental bodies, enterprises and public institutions. These units include both economic sectors and non-economic sectors, which offer graduates greater potential for development and break the conventional boundaries of employment space<sup>[6]</sup>.

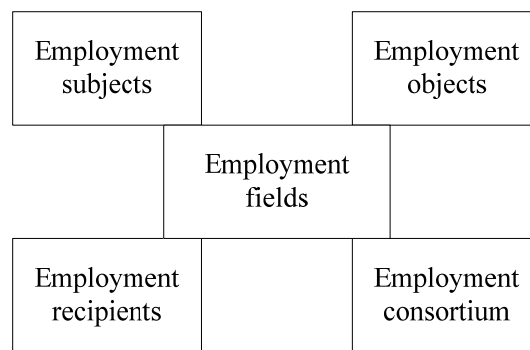
These are the rules drawn from the process of college graduates' employment. Employment entity is what graduates need to face in the process of employment. Employment business is considered to be the necessary procedures for graduates to get employed. Employment field indicates the success of getting employed. Along with the completion of employment is the delivery of personal files of graduates, which is usually handled by Personal File Management Department. Capital input may be involved in such processes. As the new job begins, there may be personnel change in enterprises or workplaces.

### The initiative input of employment model for college graduates

By the fundamental characteristics of employment entity, it can be specified into employment subjects, employment objects, employment recipients and employment consortium. And these four sections can be summarized into the collective concept: employment entity. Employment subjects are the persons who participate in employment. There are inevitably some differences among employment subjects, including expertise and professional competence, which lead to the differences in abilities of getting employed. Employment subjects usually refer to the objectives that indicate employment subject's personal abilities, which are colleges and universities. There are also differences in the development of certain fields in various colleges and universities, and it lead to the differences of

students' expertise and professional competence. It therefore affects individual graduate's chance of getting employed. Employment recipients are the objectives that accept employment subjects, which are employers. In such processes, the employer is the main beneficiary, which gets what it needs for current and eventually long-term development. Employment consortium includes everything among employment subject, employment object and employment recipient. It covers a wide range, mainly referring to administrative bodies and organs of authority. Terms in this essay refer to governmental bodies and relevant administrative organs. Employment consortium plays an important role in guiding university graduates' employment.

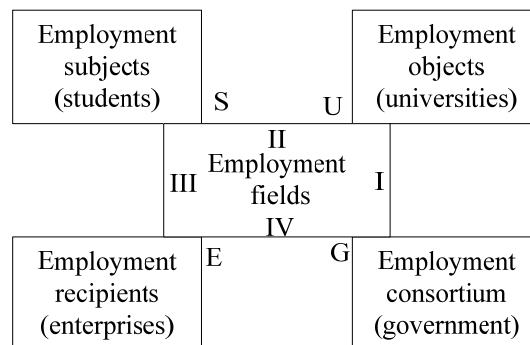
Employment carriers are the entities demanded in employment. The clearest way to explain how to get employed is to demonstrate it with employment model. In building up employment model, employment subject can be specified into university graduates' employment model, migrant workers' employment model and disabled people's employment model; employment object can be specified into university's model, rural area's model, human resources agency's model and job intermediary's model; employment recipient can be specified into enterprise's employment model, public institution's model, governmental body's employment model and army's employment model; employment consortium can be specified into state employment model, region employment model and provincial, prefectural and township-level employment model. It summarizes the inner relationship between employment entities and employment business within certain employment fields in an abstract diagram (shown as Figure 2).



**Figure 2 : Employment operating model**

**THE FINAL ESTABLISHMENT AND ANALYSIS OF EMPLOYMENT MODEL**

In university graduate's employment model, employment subjects, employment objects, employment recipients and employment consortium are respectively students, universities, enterprises and governmental authorities. See the details in Figure 3.



**Figure 3 : University graduates' employment operating model**

In this model, the government is represented with the initial G, universities with U, students with S, enterprises with E and the field with F. therefore, this model is called GUSEF model. In such model, F is the field with common participation and close cooperation of G, U, S and E. F can be seen as the entire collection of employment business. The business the government and universities participate in is mainly in area I. The cooperation on employment both the government and universities participate in is represented with G2U.

Likewise, U2S is responsible for the employment business in area II, S2E for area III and G2E for area IV. Area V represents the employment business except area I, II, III and IV. Conventionally, it refers to the business none of G, U, S, E involves, the “vacuum” of employment business. Dotted lines represent how the government pays attention to students. U2E represents the areas that need strengthened cooperation on employment business of both universities and enterprises<sup>[7]</sup>.

**THE SPECIFIC ANALYSIS OF CAUSE OF FORMATION ON THE DIFFICULTIES OF UNIVERSITY GRADUATES’ EMPLOYMENT**

**The analysis of employment entities’ impact on university graduate’s difficulty in employment**

According to GUSEF model, employment entities caused difficulties in university graduates’ employment. Specifically, starting with employment consortium, employment objects, employment subjects and employment recipients, the entities of university graduate’s employment are the government (G), universities (U), students (S) and enterprises (E). The causes of formation caused by employment entities based on GUSEF model are shown in TABLE 1.

**TABLE 1 : Cause of formation caused by employment entities on difficulties in employment**

No.	Entities in GUSEF model	Cause of formation of difficulties in employment
1	Government (G)	Adjustments of economic structure, transformation of employment model, insufficient investment in education, unsound employment service system, ineffective preferential policies for employment, poor cooperation between various departments, insufficient guidance,...
2	Universities (U)	Inconsistency in university curriculum and social demand for talents, inconsistency in course content and position requirements, a shortage in faculty and capital input, a decline in the quality of education, insufficient exploration in potential resources, insufficient prestige-building of advantageous subjects of universities
3	Students (S)	A lack of employment skills and employment planning, inappropriate thinking in employment, the gap between high expectations of employment and unwise thinking and reality, incompetence in expertise and interpersonal relationships
4	Enterprises (E)	Excessive attention on working experience, procrastination in streamlining the staff, restrictions on talents, potential risk of unsustainable development

According to GUSEF model, what causes the difficulties in university graduates’ employment is fragmented employment fields. Graduates, the government, enterprises and universities should all take their shares of responsibilities. Therefore, it’s impossible to tackle the whole problem. Employment is a very complicated issue. It also includes external and internal factors, such as social environment and personal competence. It cannot be settled only by individual entities and also requires comprehensive analysis on employment field and employment business. The cooperation between employment entities, employment business and employment field will improve the current situation of university graduates’ difficulty in employment and promote social and economic development.

**The analysis of the cause of formation caused by employment field on university graduates’ difficulty in employment**

The government (G), universities (U), enterprises (E) and students (S) are the portraits of individual employment entities. And G2U2S2E refers to the problems relating to employment field. Employment field indicates the success of employment. From the perspective of employment subject, employment object, employment recipient and employment consortium, employment field includes all the places

involved in the process of employment. Employment subject is the main cause of employment issue and one major factor of the difficulty in employment. But it's not the whole problem. Fragmented employment fields, incomplete information are also major restrictions on university graduates' employment.

Firstly, the whole process can be analyzed with GUSEF model. In the process of university graduates' employment, information-sharing is the key for other parts. According to the model, employment field is divided into four parts and there is a vacuum in the fifth part. It certainly leads to the deviation from the original idea of higher education. On one hand, universities enlarge the scale only for the sake of enlargement, resulting in making students machines of learning and restricting students' personal abilities and ideological education. These are exactly the internal factors that cause the difficulty in employment. On the other hand, university graduates cannot have opportunities for employment and enterprises and public institutions have a shortage of talented employees, which results in a decline of social development. The cultivation of talents in universities is inconsistent with what the society needs. Technically, the separation of employment field has negative influence on the running of universities. It confines potential employment opportunities for university graduates and increases the demand for jobs. However, the increase doesn't promote social development. Therefore, the employment pressure and social demands restricts each other and it's getting more difficult for graduates to get employed. The obvious reason is that the cultivation of talents in most universities doesn't suit the trends of social and economic development. Enterprises and public institutions don't need so many employees as they did before and it causes more employment pressure, which is the external factor. All of these problems cannot be resolved by one single entity. It requires continuous analysis on the fragmented employment fields. To tackle this problem, it's necessary to change the situation of fragmented employment fields, reform higher education, improve the mechanism of employment, and increase the flexibility and coordination of employment fields, so as to make university graduates' employment meet the needs of social development and the cultivation of higher education consistent with the trends of social and economic development.

According to GUSEF model, it's far from enough to have G2U, U2S, S2E and G2E working with each other in employment business and the efforts put in outweigh the results. To achieve great results with little efforts, the coordination of the four sections of G2U2S2E, along with the joint cooperation of E2G2U, G2U2S, U2S2E and S2E2G, not only is the individual participation of G, U, S and E needed, but also the direct cooperation of G2S and U2E. In doing so, can employment fields be improved and the pressure of employment alleviated. The analysis of cause of formation of employment fields based on GUSEF model is shown in TABLE 2.

**TABLE 2 : The analysis of cause of formation of university graduates' difficulty in employment**

No.	Employment fields in GUSEF model (G2U2S2E)	Analysis of cause of formation of difficulties in employment
1	government to universities to students to enterprises	inconsistency in employment fields (F), unsound employment system, not able to use the advantage of rich human resources
2	enterprises to the government to universities (E2G2U)	difficulty to fill the employment vacuum (V), insecure returns of investment, a gap in supply and demand, delayed educational reform
3	government to enterprises to students (G2E2S)	difficulty to fill the employment vacuum (V), bleak future, difficulty in increasing the demand, restricted employment opportunities
4	government to universities to students (G2U2S)	difficulty to fill the employment vacuum (V), mediocre facilities, insufficient faculty and capital input, difficulty in cultivation of talents
5	universities to students to enterprises (U2S2E)	difficulty to fill the employment vacuum (V), a lack of communications, insufficient cooperation between universities and enterprises, a gap between industries and academic studies
6	government to universities (G2U)	difficult to accomplish employment business (I), insufficient investment in education, unclear advantageous subjects
7	universities to students (U2S)	difficult to accomplish employment business (II), unclear career plan, poor

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		instructions for job searching and self-employment
8	enterprises to students (E2S)	difficult to accomplish employment business (III), poor human resources reserve, difficulty in streamlining the staff
9	government to enterprises (G2E)	difficult to accomplish employment business (IV), difficult to guide employment on grassroots level, lack of preferential policies
10	government to students (G2S)	limited ways of getting employed (GS), insufficient help for disabled people, incompetence in job searching
11	enterprises to universities (E2U)	limited information-sharing in job searching, inadequate curriculum, a gap between theories and realities

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### Solutions to employment issue by GUSEF model

Improving the situation of fragmented employment fields can bridge the gap of supply and demand of employment and remove the restriction of fast grow of job demands. As the university scales have been enlarged, the balance of supply and demand in employment market has broken and the fragmented employment fields made it worse. Starting with this, turning the government, public institutions and enterprises into employment fields for graduates will improve the situation of university graduates' difficulty in employment and it's also an aspect of rational arrangements of employment fields. But it's not a final solution to the whole issue. Since there are various factors contributable to the issue, it's necessary to analyze both the internal and external factors, so as to make higher education meet the needs of social and economic development.

### CONCLUSION

GUSEF model provides in-depth analysis on employment issue. By thoroughly analyzing the government, universities, enterprises and public institutions and students, it conducted deep exploration on the difficulties of universities graduate's employment. In such processes, the interaction between employment entities, employment business and employment fields was established. The suggestion on changing the current situation of employment difficulties by improving fragmented employment fields was proposed. It provides solid theoretical foundations for the establishment and application of employment model. It also brings the approaches of bridging the gap between the cultivation of higher education and social and economic development up to a new level.

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