

# Research on Employment Prosperity Index and Analysis Model of College Students in Zhejiang Province under the Background of Normalized Epidemic Prevention and Control

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**Abstract:** Coronavirus pneumonia has brought great impact and challenges to the employment of college students. The traditional employment mode of college students is unsustainable. Under the background of normalized epidemic prevention and control, in order to ensure the smooth flow of university talents into the society and improve the employment rate of college students in Zhejiang Province, this paper makes an in-depth study on its employment prosperity index and analysis model. However, the employment related problems of college students have been solved for a long time. Taking several universities such as Zhejiang University as an example, this paper discusses how to change the traditional concept of employment in the prevention and control of normalized epidemic through the theoretical basis of social economics.<sup>[1]</sup>This paper aims to establish an index system reflecting the relationship between higher education students' employment and market. Through the employment index of higher education students in Zhejiang Province, this paper analyzes the employment situation of higher education students in Zhejiang Province.

**Keywords:** Epidemic prevention and control; Normalization; Employment of College Students

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## Introduction:

Graduates will become important talents in China's construction and development. They have played a great role in supplementing the needs of economic and social ability. At the same time, they are also closely related to the long-term harmonious and stable development of economy and society.<sup>[1]</sup> The employment index of college students mainly reflects the limitations of macroeconomic development and its impact on the total employment and employment structure of college students. It is mainly expressed by quantitative and direct economic data. This paper establishes two main indicators of the impact of College Students' employment elasticity on College Students' employment rate. Secondly, this chapter focuses on the elastic relationship between College Students' employment in Zhejiang Province. Through statistical calculation, this paper analyzes the overall employment elasticity relationship and employment rate of students in Colleges and universities in Zhejiang, analyzes the employment elasticity coefficient of students in Colleges and universities in various industries, and the employment number of graduates in corresponding disciplines.<sup>[2]</sup>

## 1. Significance of establishing employment prosperity index for College Students

### 1.1 The traditional offline recruitment model is unsustainable

At the end of January 2020, sudden coronavirus brought China into the period of epidemic prevention and control throughout the year, which seriously affected China's normal economic development and seriously hindered the employment of college students. According to the Zhejiang college students' Employment Association, in 2020-2021, many universities cancelled the spring and autumn job fairs, and all social talent recruitment lectures and double elections issued delayed statements. There are unsustainable problems in offline recruitment.<sup>[3]</sup>Therefore, in the context of the normalization of epidemic prevention and control, colleges and universities should change the way of employment services for college students, develop a "cloud platform" for student employment, and build an employment prosperity index for college students, so as to provide more intelligent and convenient employment services for college students.

### 1.2 The function of the original online job search platform is not perfect.

Each national higher education management institution and university has its own student employment network. According to the statistical data, nearly 80% of the employment rate data obtained by Chinese college students are completed on the university employment rate statistics network platform. There are also many job search network platforms in the society, but the operation mode of the traditional online job search network platform often stays at the level of sending recruitment data and submitting resume. Although most colleges and universities are promoting the establishment of various online recruitment network platforms, it is often difficult to take effective measures according to the actual situation of the school because most colleges and universities still rely on the third-party recruitment network platform. In addition, when students independently search relevant online job search data, due to

the inequality of recruitment data and lack of data support, they are more difficult to distinguish between correct and wrong data, and are easy to be confused.

### **1.3 The need for colleges and universities to serve students' employment in the period of normalized epidemic prevention and control**

At present, the epidemic situation of coronavirus pneumonia in the world is still severe, and the number of confirmed patients has reached 100 million. According to the latest forecast of the World Health Organization, the pandemic will end in early 2022. The novel coronavirus pneumonia prevention and control work has made significant progress in China, and the management of epidemic prevention and control has been gradually standardized. In fact, the difficulty of College Students' employment does not just lie in the existence of higher education talents in China. As far as China's current situation is concerned, Chinese college graduates are far from meeting the needs of all kinds of high-level talents in all fields of society. Therefore, to solve this problem, we must rely on the formation of greater collective force at the national, regional and school levels, and strengthen the relationship between school enrollment, teaching and student employment according to the external environment of school student employment.<sup>[4]</sup>

## **2. The connotation of College Students' employment prosperity index.**

The definition of College Students' employment wealth index is the starting point of analyzing college students' employment wealth index. The employment wealth index of college students can be viewed from both internal and external perspectives. This chapter focuses on analyzing and establishing the employment happiness index of college students from the perspective of domestic and foreign economic environment. The impact of the external macroeconomic environment on the employment rate of college students is mainly reflected in the use of economic development to realize the employment rate of college students from the perspective of employment market adoption. Limiting economic development to the current total number of students in Colleges and universities will affect the employment structure.<sup>[5]</sup>

## **3. Analysis on employment prosperity index of college students in Zhejiang Province**

As an index system for assessing and guiding employment of higher education students, The employment boom index of university students mainly includes the employment flexibility of higher education students by industry and the employment impact of higher education students by industry. Its application is mainly reflected in the assessment of the working environment of higher education students and in the warning about setting up and registering university specialities. 1. Evaluation of the working environment of university students. The assessment of the employment climate index of students on the external environment of employment of higher education students is mainly reflected in the assessment of the overall working environment of higher education students in the past and present and in the assessment of employment flexibility and employment impact of higher education students by industry.

### **Conclusion:**

Under the background of the normalization of epidemic prevention and control in Zhejiang Province, providing reasonable employment services for college students is not only to introduce college talents into the society, but also to combine the current development and long-term development of the University, which is conducive to the coordination of college and socio-economic development. Another function of the employment wealth index of college students is to form an intermediary relationship between the market and learners, and use this intermediary relationship to provide employment consulting services for college students.<sup>[6]</sup> For learners, it can help students expand their professional knowledge and ability according to the market demand, so as to provide reasonable career expectations. College graduates can also guide college students to make rational use of social employment resources through college students' employment wealth index. Providing reasonable employment services for college students is of great benefit to promoting college students' employment.

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