

Research on the Impact of Corporate Human Resources Policies on Sichuan College Students' Job-Seeking Intentions during the Post-Covid-19 Era

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Abstract: The study addresses the call for research to integrate the diverse disciplines of environmental management and human resource management and provides additional insights into the human aspect of ecological sustainability. It advances the sustainable HRM literature by understanding how and when corporate human resources influence future Sichuan college students' job-seeking intentions during the post-covid-19 era. The research highlights the importance of sustainability to potential job applicants based on the influencing factors of selection policy, training and development policy, staff motivation policy, assessment policy, reward and welfare policy, and working relationship policy to students' job-seeking intention. The three research objectives are; to analyze the impact of corporate human resource policies on the job-seeking intentions of Sichuan college students in the current post-covid-19 era, to explore the influencing factors of corporate human resources on Sichuan college students' job-seeking intention, and to suggest the adaptation of student attitude and intention to local human resource policies.

Keywords: Corporate Human Resources Policies; Job Seeking Intention; Post Covid-19 Era

1. Introduction

In the post-epidemic era, the employment of college students faces many challenges. How to solve the problem of "difficulty in employment" and promote the smooth employment of college students has become a hot topic in society. Employment is the foundation of people's livelihood and the foundation of development. Under the continuous influence of the new crown epidemic, the current situation of college graduates and employment is severe and complicated. It is of great significance to have a deep understanding of the employment of college graduates. In the face of the new situation in the post-epidemic era, it is worthy of in-depth study to study and analyze the human resources policies of enterprises in the post-covid-19 era and how these policies affect the job-seeking intentions of college students. To this end, this topic takes the universities in Sichuan as an example to discuss and analyze the factors that influence the human resources policies of enterprises in the post-epidemic era on the job-seeking intentions of college students in the region.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In this paper, the theories and methods discuss job-seeking literature concerning prospective students' job-seeking intentions based on the Sichuan corporate human resources policies. A wide range of literature in the related field has been reviewed to develop the theoretical framework and research analysis for this study, expecting it to be more contributory to explaining the relationship between HR policies and job-seeking intentions through exploring the chain-mediating mechanism of influencing factors such as organizational policies and job-seeking attitudes and perceptions. This paper combines theories and methods of human resource policy

theory, job-seeking intention-related theories, and questionnaire survey methods, focusing on the post-epidemic era of corporate human resource policies as the sampling area, to discuss and analyze the impact of corporate human resource policies on the job-seeking intentions of Sichuan college students, and to further enrich The connotation of human resource policy theory and job-seeking intention theory has theoretical significance.

2.2 Practical meaning and value

Based on the literature analysis method, this paper summarizes the research literature of domestic and foreign scholars on job-seeking intentions, human resource policies, etc., combined with the theoretical basis of human resource policies and job-seeking intentions, and takes the enterprises in Sichuan as the research scope, combined with the questionnaire survey method. Investigate, collect corresponding data, conduct reliability and validity analysis, demographic analysis, descriptive statistics, and other research results, analyze the impact of current corporate human resource policies on college students' job-seeking intentions, and then put forward corresponding suggestions is of practical significance.

3. Understanding the Impact of Corporate Human Resources Policies on Sichuan College Students' Job-Seeking Intentions during the Post-Covid-19 Era

3.1 Theoretical basis of human resource policy

Li (2020)^[1] explored the formulation of human resource policy from the five dimensions of stratification, classification, ranking, phasing, and humanization. Stratification is to take into account the differences of personnel at different levels in formulating policies, such as the policy formulation of high-level, middle-level, and grass-roots personnel is different; classification is to take into account the differences of various categories of personnel in formulating policies, such as technology, market, The policy formulation of production and other categories of personnel are different; grading is to take into account when formulating policies, not only to encourage employees to develop from low to high, but also to encourage most employees to deepen their positions, and policies must reflect encouragement and down-to-earth, The meaning of deepening in the post also makes our management more refined; staged means that the focus of human resources management in different periods is different. Establish HR policies that match different strategies at different times.

3.2 Theoretical basis of job-seeking intention

Pan; & Zeng. (2021)^[2] proposed that job-hunting intention is to make a career plan for oneself according to personal hobbies and abilities, clarify the career that one wants to engage in, and find a suitable job in a targeted manner.

Expectation-value theory belongs to one of the cognitive-motivation theories, which holds that a person's ability to complete a task is determined by a combination of expectations for the completion of the study and the goals that the individual needs to achieve. The individual's expectation of completing the task and the value of the scheme are the source of motivation for action. If an individual effectively evaluates the job to be completed, his action force will be enhanced, and the success rate of completing the task will be improved. It will increase accordingly; therefore, the incentive value he obtains will increase, and the motivation to influence behavior will also increase. Expectation-value theory pays attention to behavior results; it shows that job seekers should meet the expectations of job hunting.

The plan-behavior theory better explains the relationship between behavior, intention, and motivation. It also thoroughly explains how important a person's intention and motivation are at the beginning of their behavior. In job-seeking, the individual's job-seeking intention will directly determine the intensity of his job-seeking motivation and the number of times his job-seeking behavior occurs.

4. The Conceptual Framework for the Research Study

4.1 Corporate human resources policies

Human resources policy is a group of policies and systems, including personnel selection and employment policy, training and development strategy, employee incentive system, evaluation and assessment system, bonus and welfare system, and labor relations

policy. Scientific human resource policies can ensure that all enterprise members have a certain level of competence and professional ethics, which is one of the critical factors for enterprises to attract college students to apply for jobs.

5. The Impact of Corporate Human Resources Policies on Sichuan College Students' Job-Seeking Intentions during the Post-Covid-19 Era

Yang. et al. (2021)^[3] suggested a series of changes; enterprises should consider effective countermeasures, reflect on the human resource problems they face during the epidemic and the objective demands on human resources brought by them, and make efforts to improve their human resource status, through the considerable labor market. Attract talents that enterprises need, build a good labor resource structure, promote the balance between supply and demand of organizational human resources, and find opportunities for organizational development in the post-epidemic period. By investigating the employment intention and job-seeking behavior changes of college graduates in Hefei in the post-epidemic era, as well as analyzing and visiting the recruitment effect and quality of the human resources department of the enterprise, interviewed the human resources and social security department to learn more about The actual implementation of the relevant policies of the competent authorities, and put forward countermeasures and suggestions for the employment of graduates in the context of public health emergencies.

6. Conclusion

Through the research of this paper, we can analyze the improvement strategies of human resources policies of small and medium-sized enterprises and put forward corresponding improvement strategies to attract Sichuan college students to apply for jobs, which affects the job-seeking intention of college students. The work researched in this paper will help improve the optimization of corporate human resource policies and further improve the impact of corporate human resource policies on college students' job-seeking intentions, especially in the post-covid-19 era when the employment situation of college students is challenging.

References

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