

# Research on the Influence of Generation Z's Career View on Enterprise Human Resource Management in the Post-Epidemic Era —— Taking Chengdu as an Example

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**Abstract:** In recent years, the impact of COVID-19 has threatened the development of all industries around the world. In order to develop the world economy in the future, various countries, relevant departments and even various organizations have launched certain policies and countermeasures. The purpose of this study is to study the career selection intention of Gen Z people caused by environmental changes, policy situation and various other factors, starting from three different dimensions to make the research more credible.

**Keywords:** Gen Z; Career Motivation; Career Expectation; Career Cognition; Spss Data Analysis

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## 1. Research background

Due to the COVID-19 outbreak, China's economic growth is declining. According to the data released by the National Bureau of Statistics, China's GDP growth rate in the first quarter of 2020 was -6.8%, the first significant negative growth since China officially used GDP as a national economic accounting index in 1993. According to the Austrian affirmative law, a slowdown in economic growth will lead to a rise in unemployment and have a negative impact on the job market. According to this estimate, in 2020, the number of new jobs affected by the epidemic in 2020 will decrease by 1,421,600 in the optimistic state, and in the pessimistic state by 6,786,100 (Zhang Guiwen and Wu Tong, 2020), which will increase the unemployment rate by about 1% (Gao Wen, 2020). At present, generation Z population, as the main force of the new generation in China, bears great responsibility. Whether the successful choice of career and employment is not only related to individuals and generation Z, but also related to the long-term policy of the nation. Therefore, the study on the career selection of generation Z people, especially whether the problem has a different impact on their career selection in the post-epidemic era. What is the difference from the past, this research should arouse the response of the society and relevant departments.

## 2. Research purpose

Explore the economic impact of generation z people's career outlook on enterprise human resource management.

Explore the differences of different employment variables and their significance.

Through investigation and research, it puts forward countermeasures and suggestions to improve and improve the career outlook of Gen Z, so as to provide efficient and scientific career advice for Gen Z, make up for the demand of organizations and departments for talents, and finally improve the current problems such as the rising unemployment rate, the decline of employment rate and economic improvement.

### 3. Scope of study

#### 3.1 Meaning and Value

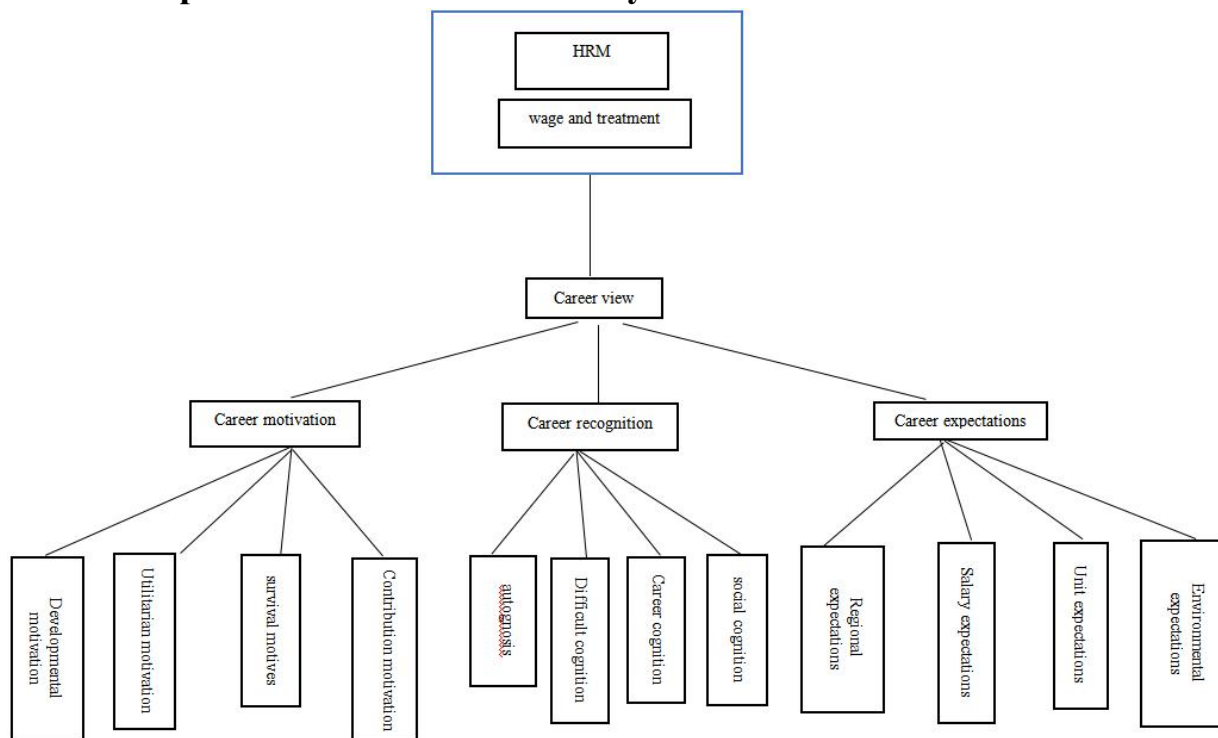
On the theoretical level. Through the research on the career outlook of Gen Z in the post-epidemic situation, the author can enrich and develop the domestic theoretical achievements, provide the guidance and guidance for ideological and political education, and provide the development of employment guidance and career planning in certain areas; through the targeted research on the career outlook of Gen Z in Chengdu, expand the research field and objects, and provide more ideas and inspiration for other researchers.

On a realistic level. Through a study on the career outlook of Gen Z people in Chengdu under the post-epidemic background, Can help them to establish a scientific and reasonable view of career selection, Can better promote the improvement, implementation and implementation of regional and departmental policies and employment policies and systems, Promote the strengthening and improvement of work for the Gen Z population, To stabilize the talent team and improve the organizational structure; By effectively dealing with the problems of Gen Z people, alleviating conflicts, and providing theoretical and methodological guidance and suggestions, To promote generation Z people to establish a scientific and reasonable view of career selection, So that they can have a clearer understanding of themselves, so as to set reasonable goals, actively participate in social competition, improve their own quality, healthy growth at the same time all-round development, finally realize their career ideal, realize "make the best use of their talents", realize the optimal allocation of national human resources.

#### 3.2 Regional demographic characteristics of the study

The area of the study is limited, the scope of the research is strictly limited, the distribution of the selected sample area, and the scope of sample collection is limited to several regions in Chengdu, Sichuan Province, China.

### 4. The conceptual framework of the study



### 5. Theoretical basis

Through empirical research, Li Huimin (2017) proved the influence of the three dimensions of career choice motivation, job choice expectation and job choice cognition on the concept of career choice, and also verified the influence of the three dimensions of self-cognition, difficult cognition and job choice cognition. Li Yauli (2021) divides into the three dimensions of career motivation, career cognition and career expectation. Through empirical research, it proves the influence of the survival motivation and

development motivation on the dimension of job choice, and verifies the influence of environmental expectation and salary expectation, and also verifies the influence of self-cognition, career cognition and social cognition. Zhang Weijun (2015) proved the influence of the concept of career choice on human resource management through empirical research under the dimensions of career choice view and human resources. Zhong Zuobin (2020) proved the influence of the construct of salary treatment on human resource management through empirical research under the dimension of human resource management and salary treatment.

## 6. Related studies

Qiu Cheng (2013) pointed out that in terms of employment cognition: although most of the people have a preliminary understanding of themselves, some people are still confused; they have certain understanding of various employment policies, but the understanding is relatively low and passive; most have no clear development direction; cognition of decisive factors. Zhang Weijun (2015) believes that cheap labor has been a powerful weapon for many enterprises for a long time. With the gradual fading of China's demographic dividend in China, the rapid wage growth in recent years, the labor cost of enterprises has increased, and the rising expectation of employment in the view of employment, which has played a great test for the human resources of enterprises.

## Conclusion

At present, due to the epidemic, the generation Z people in the post-epidemic era have changed subtly, and the previous experience may no longer be applicable to the current environment. Salary is still a major factor in Gen Z's job search needs. Therefore, employers must pay attention to material incentives, adopt more scientific and reasonable salary design, performance mechanism and employee welfare policies, and at the same time, take into account the non-material incentives, coordinate a variety of incentive means, and take targeted incentive measures according to the needs of employees at different stages. Allowing employees to express themselves, timely feedback on problems, fair and just daily behavior value standards, and allowing grassroots employees to participate in the construction and discussion at the strategic level can increase employees' sense of belonging and happiness to a large extent.

For enterprise managers, only by respecting the growth and development of each individual can they achieve a better organization. Fair and reasonable management mechanism, equal leadership style and diversified learning opportunities can help managers eliminate generational differences and more effectively exert the potential and creativity of Gen Z.

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