

# Research on the Evaluation of Urban Talent Attraction in China-- A Case Study of Major Cities in Shandong Province

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**Abstract:** Talent is the basic way to strengthen the province. The research on urban talent attraction is helpful to provide scientific guidance for improving urban competitiveness. At present, most of the research on urban talent attraction is based on secondary data, pay attention to macro statistical data, lack of understanding of talent's individual attitude. This paper takes Jinan City, Qingdao City and other five major cities in Shandong Province as the research object, selects the indicators of policy, law, economic development and other dimensions to build an evaluation system, quantifies the indicators and obtains the talent attraction index and ranking of major cities in Shandong Province with the help of SPSS software, and then gives strategic suggestions according to the above conclusions.

**Keywords:** Talent Attraction; Shandong Province; Talent Introduction Strategy; High-Quality Development

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## 1. Introduction

The way to strong province, talent is the basic. As China's birth rate continues to decline, the proportion of young adults decreases and the aging degree deepens, the talent dividend is gradually disappearing. China is undergoing profound changes unseen in a century, with both opportunities and challenges for development. In order to enhance the attractiveness of urban talent and enhance comprehensive strength, many cities have launched a "talent war".

Shandong Province, as a province with a large economy and population, has an overall competitive advantage in attracting talents. However, the talent strategy in some areas has not been effective, and the phenomenon of brain drain is still serious. Therefore, it is of great significance to construct a scientific talent attraction evaluation index system in Shandong Province, improve the competitiveness of each region and enhance the overall comprehensive strength of Shandong Province.

## 2. Literature Review

In the studies of various scholars, representative achievements of evaluation models include: Zhang Wei et al. (2017) constructed a four-dimensional holistic analysis framework and designed a logistic regression model<sup>[1]</sup> of attractiveness and influencing factors for talents in first-tier cities by using random forest method. Sun Lina et al. (2019), based on the entropy model, evaluated the level of talent attraction from three aspects: the level of economic development, the level of urban construction, and the level<sup>[2]</sup> of life and career. As for the research on the components of attraction, Wang Yuting (2010) concluded through investigation and research that economic, technological, educational, policy and other factors have a crucial influence<sup>[4]</sup> on the return of talents within enterprises. Starting from the urban comfort theory, Wang Wenyin et al. (2019) constructed the evaluation index framework<sup>[5]</sup> of the attractiveness of urban talents from the perspectives of the development prospect, salary and living conditions of urban talents for the metropolis, and the demand of its living environment for talents.

Although the above scholars have analyzed the influence degree of talent attraction from various macro external factors, most indicators are based on secondary data, pay attention to macro statistical data, and lack understanding of talent's personal attitude. We

will fill this gap, explore the influence degree of each micro indicator on talent attraction, and enrich the connotation of evaluation indicators.

### 3. Talent Attraction evaluation of major cities in Shandong Province

#### 3.1 System construction

By referring to and sorting out the official documents of the municipal government, this paper takes each specific policy of talent policy of five cities, Jinan, Qingdao, Weifang, Yantai and Weihai, as a micro index, including hukou policy and living housing subsidy. This paper gathers 7 talents of different educational backgrounds and selects more than ten micro-indicators of social culture through focus group method. Finally, through the expert group composed of professors in the field of human resources, managers of enterprise human resources department, experts from the Ministry of Human Resources and Social Security of the government, master students in the direction of human resources, etc., the social cultural indicators are determined as social cultural atmosphere, social openness, quality of residents, pace of life, and visibility.

According to the division method of PEST, all indicators are divided into four dimensions: policy and law, economic development, social culture, and science and technology. According to the support content of the talent policy, the talent policy is divided into three dimensions: policy and law, economic development, and science and technology. The evaluation system of talent attraction index is constructed from the last four dimensions.

#### 3.2 Data sources

From December 2022 to March 2023, our research group distributed questionnaires on the platform of "Jiansu" nationwide to investigate the talent attraction of major cities in Shandong Province. The objects of the survey were defined as talents aged 18 or above with a college degree or above (including those in school), and there were no restrictions on the regions. Questionnaires were distributed randomly. A total of 400 questionnaires were distributed and collected, and 371 were valid with an effective recovery rate of 92.75%.

#### 3.3 Measurement of talent attraction

In order to quantify each micro index, this survey adopts the ranking method. In the survey content part of the questionnaire, the questions were all in the form of ranking questions. According to the requirements of the questions, the respondents ranked Jinan, Qingdao, Weifang, Yantai and Weihai from highest to lowest, and reassigned each option by SPSS. The city ranked first was assigned "5", the city ranked second was assigned "4", and so on. Thus, the average score of each city and each micro-index can be calculated, and the average score of each micro-index of each city can be added to calculate the micro-level talent attraction of the five cities, as shown in Table 1 for details.

Table 1 The index system of talent attraction and the size of talent attraction of the five cities

First-level index	Secondary indicators	Jinan	Qingdao	Weifang	Yantai	Weihai
Policies and laws	Household registration system	2.9299	3.3666	2.8059	3.8302	2.0674
	Spousal job security	2.5067	3.7224	2.3450	3.0755	3.3504
	Enrolling children	3.7305	3.3881	2.7035	2.3666	2.8113
	Leave system	2.7116	2.6065	4.0647	2.1159	3.5013
Economic development	Living housing allowance	3.2129	2.9784	3.2507	2.8491	2.7089
	Benefits package	3.7170	4.0970	2.9811	2.2022	2.0027

	Socio-cultural atmosphere	3.6173	3.7817	2.4394	2.7601	2.4016
Socioculture	Degree of social openness	3.4744	4.0458	2.2722	2.7170	2.4906
	Quality of residents	3.6658	3.7978	2.5283	2.6496	2.3585
	Pace of life	3.2399	3.3962	2.7628	2.9946	2.6065
Science and Technology	Popularity	3.8464	4.3423	2.0216	2.6334	2.1563
	Start-up support	3.8410	2.8518	3.6900	2.5822	2.0350
	Scientific Research support	3.8760	3.2210	2.8248	2.6065	2.4717
	SUM	44.3693	45.5957	36.6900	35.3827	32.9623
	Overall ranking	2	1	3	4	5

As shown in Table 1, Jinan ranks second, but spouse job security needs to be improved; Qingdao ranks first, but its leave system needs to be improved; Weifang ranked third, but its policies, laws and social culture needed to be strengthened. Yantai ranked fourth, with policies and laws, economic development, science and technology. Weihai came in last, needing to be strengthened in all four dimensions.

## 4. Conclusions and Suggestions

### 4.1 Conclusion

This paper takes Jinan, Qingdao, Weifang, Yantai and Weihai as the research object, takes PEST as the framework, starts from the four dimensions of policies and laws, economic development, social culture and science and technology, and evaluates the talent attraction of these five cities through questionnaire survey. The comprehensive ranking of talent attraction of the five cities at the micro level is Qingdao, Jinan, Weifang, Yantai and Weihai from the largest to the smallest.

Each city should position itself well according to its actual situation, determine the talent introduction policy suitable for its own development, learn from the excellent points of other cities, and continue to implement and optimize effective measures.

### 4.2 Suggestions

#### 4.2.1 Improving the policy environment

First, policies to attract talents should respect all types of talents and should not be solely based on educational background. Different welfare policies should be formulated for different talents. At the same time, in addition to basic conditions such as household registration system and living housing subsidies, the policy should also consider the needs of family-based talents' spouses to work and their children to go to school.

The second is the talent training policy, to increase the relevant departments and enterprises for talent research and entrepreneurship subsidies and support, enhance the city's ability to provide talent with research and entrepreneurship services, for talents to play a higher value to create a good material foundation.

Third, the talent incentive policy, according to the actual situation in different stages of a variety of types of rewards, such as the increase of leave, travel opportunities and so on, the material reward and humanistic care.

#### 4.2.2 Improve the social and cultural environment

First, we should improve public services. The government should increase investment in public facilities, improve the social security system, promote the development of urban transportation, commerce, entertainment, culture and education, medical and health care, and elderly security, and provide convenient, comfortable and superior living conditions for talents.

Second, we should create a social atmosphere that respects multiculturalism and talents of all kinds. We should make innovations in personnel evaluation mechanisms, ensure personnel development through institutions, link scientific research achievements to

income, create a strong atmosphere of respect for knowledge and talents, and give talents their rightful social status and personal dignity.

Third, to create a livable living environment, the government should strengthen environmental protection and ecological construction, increase green space, reduce air pollution, control pollutant discharge, and improve water quality, so as to promote the healthy and harmonious development of people and cities.

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