

# A Study on the Employment Path of Fresh University Graduates in Hunan Province

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**Abstract:** This article uses literature method, questionnaire survey method, to analyze the employment of graduates in Hunan province, put forward to expand employment channels, deepen the integration of industry and education, construction of employment guidance of new media matrix and other methods to expand the employment path of graduates in Hunan province.

**Keywords:** Hunan Province; Fresh Graduates; Employment Path; Integration of Industry and Education

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## 1. The Necessity Of Studying The Employment Path Of Fresh College Graduates

This study takes Hunan Province as the research scope to explore the path of graduate employment expansion. It can not only provide effective employment guidance for college students, but also provide reference for the Hunan Provincial Government and relevant departments to formulate more scientific and reasonable employment policies, better promote the coordinated development of the employment market, and promote economic and social development.

## 2. The Employment Situation of Fresh College Graduates in Hunan Province

### 2.1 The scale of graduates is expanding year by year, and employment pressure is constantly increasing

With the development of education and the continuous growth of the economy, more and more people are able to access higher education opportunities, which has also led to more graduates. However, compared to the increase in the number of graduates, the growth of job opportunities in the job market has not been commensurate with it. In addition, a former college diploma was a heavyweight stepping stone when applying for a job, but in recent years, the depreciation of a bachelor's degree has caused many undergraduate graduates to face the awkward situation of high or low. Therefore, the employment difficulties faced by graduates are also constantly increasing.

### 2.2 Significant reduction in social positions and imbalanced employment structure for graduates

The upgrading of technology and the automation of enterprises have led to some traditional industries where the demand for employment is no longer as large as in the past. In addition, due to the impact of the external economic environment, the willingness of enterprises to recruit has decreased, and the quantity and quality of recruitment will be affected to a certain extent.

At the same time, the imbalance in the employment structure of graduates has intensified, manifested in two aspects: firstly, the imbalance in the occupational structure. By analyzing the employment quality reports of graduates from major universities in Hunan Province, it can be seen that there are still significant differences in the employment market for humanities and science majors, and the employment career structure of graduates is significantly tilted towards science and engineering, resulting in a mismatch and loss of humanities talents during employment. The second is the imbalanced distribution of employment regions. In recent years, although national and local governments have successively introduced talent introduction plans to increase talent introduction efforts in

underdeveloped areas, the uneven distribution of graduates from various universities in regions with different economic levels within and outside the province has not been significantly and effectively changed. Hunan Province is no exception, and the employment areas chosen by college graduates are concentrated in economically developed cities along the southeast coast such as Changsha, Shenzhen, and Zhejiang.

### **2.3 Graduates have a strong desire to stay in Hunan, and the trend of localized employment is gradually showing**

In this survey, nearly 70% of students expressed willingness to stay and work in Hunan Province. From 2020 to 2022, the number of college graduates staying and working in Hunan Province remained stable at over 50%. In the era of the Internet, the advantages of the digital industry are gradually becoming prominent, which has a strong attraction for the employment of college graduates. As an incubation base for the digital culture industry in Hunan, Changsha has made important contributions in attracting graduates from universities in the province to stay and work in Hunan. The "Micro Report on the Employment Quality of 2022 Graduates from Ordinary Universities in Hunan Province" points out that 196034 graduates from 2022 have been employed in Hunan Province, of which 54.14% are employed in Changsha.

### **2.4 Employment information services are one-sided and difficult to achieve two-way resource circulation**

According to a survey and analysis of employment information services provided by multiple comprehensive universities in Hunan Province, such as Central South University and Hunan University, it is found that the awareness of student employment information resource construction in universities in Hunan Province is relatively weak. Only a few schools have established comprehensive websites for employment information services, and the vast majority of universities lack systematic management and comprehensive and efficient employment guidance platforms for employment information services. In campus employment information websites, schools rely on social enterprise information delivery, simply reprinting recruitment information without distinguishing the nature of the recruitment enterprise, making it difficult to quickly screen graduates for positions that match their majors. In addition, most universities have not established a network channel for two-way communication between enterprises and graduates. The lack of information feedback channels and communication ports has limited the one-way flow of employment information, and at the same time, graduates find it difficult to have a deep understanding of the recruitment enterprise based on their own situation, losing a certain degree of initiative in career selection and employment opportunities.

## **3. Analysis Of The Employment Status Of Fresh University Graduates In Hunan Province**

### **3.1 The effectiveness of employment guidance in universities has been minimal, and graduates lack effective employment guidance**

Questionnaire data shows that more than half of students believe that the employment guidance courses offered by the school are of little help to them, and some students even believe that such courses are completely unhelpful to themselves. A few students also indicate that they have not taken employment guidance courses. This clearly reveals the phenomenon of some universities' employment guidance courses being ineffective in their empty form. For graduates with precious time, inefficient guidance is undoubtedly icing on the cake. Implementing high-quality and effective employment guidance courses in universities may be an important opportunity for graduates to re-understand themselves, their majors, and broaden their social perspectives.

### **3.2 Changes in the job market environment and graduates' preference for working within the system**

In the constantly changing job market environment, most graduates choose to continue their studies and improve their academic qualifications to enhance their core competitiveness in employment, or choose an "iron rice bowl" that ensures income from drought and flood. Due to the leading "risk resistance" of jobs such as state-owned enterprises, central enterprises, civil servants, and public service editors compared to small and medium-sized enterprises, graduates tend to prefer these types of jobs in their job search process

compared to before the economic recovery. For example, in 2023, the number of applicants for the Civil service examination in Hunan Province will reach 141000, an increase of 43% over 2019.

### **3.3 Graduates lack their own abilities and core competitiveness**

At present, many enterprises have increased their ability requirements for job applicants to ensure stable and rapid development, resulting in unprecedented fierce competition for employment. However, most graduates have insufficient social experience and limited knowledge structure and abilities. According to the survey, 58% of respondents clearly recognize their lack of knowledge and abilities. In addition, due to the impact of special periods, students' original internship practice time was forced to be reduced or even cancelled, resulting in insufficient practical experience for graduates. The dual shortcomings of knowledge and practical abilities make it difficult for graduates to meet the application standards of employers in job applications. Compared to social re-employed individuals with rich work experience, fresh graduates lack core competitiveness in employment.

### **3.4 Graduates have weak adaptability and develop anxiety towards employment**

The survey shows that over 80% of graduates have negative emotions such as confusion, anxiety, and laziness when facing employment. These negative emotions mainly come from the competitive pressure during the job search process and the sense of discomfort when entering society. Strict job application conditions, job rejection, complex interpersonal relationships... The pressure that comes with job hunting is undoubtedly a significant challenge for graduates who lack sufficient social practice experience. Some students choose to turn pressure into motivation, constantly explore and ultimately gain their job position. However, most students are at a loss when faced with pressure, and some students choose to avoid it due to their weak ability to withstand pressure, unable to integrate into social life.

## **4. Employment Improvement Path For Fresh University Graduates In Hunan Province**

### **4.1 Government level**

#### **4.1.1 Developing employment opportunities through multiple channels and creating green employment opportunities**

Firstly, the government can stimulate small and medium-sized enterprises to actively attract college graduates for employment through measures such as tax and fee reduction policies and employment subsidies. Secondly, expand the employment space at the grassroots level. Encourage college students to return to their hometowns for employment. If there are vacancies in community full-time job positions, priority should be given to hiring or a certain number of specialized college graduates should be allocated. In addition, temporary public welfare positions can also be added. Developing and setting up grassroots public employment services, public management and social services, health and epidemic prevention and other public welfare positions, and providing bottom line placement for difficult university graduates who are indeed difficult to find employment through market channels.

At present, China is implementing the development goal of carbon peak carbon neutrality. The government can improve the employment rate by creating green employment opportunities and developing a number of popular jobs. Encourage college students to engage in green professions such as organic food production and processing, waste disposal, and climate change analysis. Support college students to break through traditional technologies and boldly use their professional knowledge to carry out green transformation of traditional industries, enabling polluting enterprises to transform into green industries.

### **4.2 University level**

#### **4.2.1 Deepen the integration of industry and education, and cultivate high-quality talents**

Firstly, universities should actively coordinate with enterprises to build a platform for industry education cooperation. Universities and research institutions provide professional talents and technical support to enterprises, while enterprises provide market support such as positions, funds, and information to universities. The cooperation between the two parties provides more opportunities for students to expand their practical experience. This form of cooperation can help college students better understand

the actual industry situation, effectively absorb advanced management and technical concepts from enterprises, and enhance their practical and market adaptability.

Secondly, introduce entrepreneurship training courses to strengthen the cultivation of students' practical abilities. For example, starting from the industrial chain, building platforms similar to mobile internet, intelligent manufacturing, and other industries to provide multi-dimensional and customized entrepreneurial simulation experiences for college students. Continuously improve students' market sensitivity, product design ability, and demand realization ability through practical operations, while strengthening their teamwork and innovation abilities.

Thirdly, improve the construction of the entrepreneurial mentor team and invite industry elites to join the school for guidance. Across the country, we seek mentors with rich industry experience for students to achieve orderly integration between industry, academia, and research in accordance with the needs of specific fields of enterprise. Provide differentiated and personalized guidance for college students, allowing each entrepreneur to experience and start from scratch, laying a solid foundation for entrepreneurship.

## **4.2.2 Building a new media matrix for employment guidance and refining employment services**

At the 2016 National Conference on Ideological and Political Work in Higher Education Institutions, Xi Jinping pointed out that "we should use new media and new technologies to revitalize work, promote the high integration of traditional advantages of ideological and political work with information technology, and enhance the sense of the times and attractiveness." [1] By flexibly using new media platforms and strengthening the construction of employment guidance new media matrices, we have broken through the limitations of traditional service models in terms of time and space, It can effectively improve the quality and efficiency of employment services. Specifically:

Firstly, universities should try to develop specialized employment guidance websites that provide various job search techniques, workplace experience, and course learning content, helping graduates better obtain information about job hunting and employment.

Secondly, we will establish a variety of new media platforms such as WeChat official account, microblog, and applet to cover more groups and provide employment guidance services for graduates.

In addition, establish employment guidance forums for various industries and professional fields in the new media matrix. In these forums, job seekers can communicate and exchange ideas with people with rich professional experience, so that they can better understand the career direction and employment prospects of a certain industry, and have more rich and in-depth employment information. Big data technology is a typical product of the "Internet+" era, promoting the precision process of employment information services for college graduates. Universities should be adept at utilizing big data and establishing a comprehensive recruitment information database. Students can search for highly matched positions through personalized needs, promote precise employment information services, and achieve two-way travel between enterprises and graduates.

## **References**

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