

Analysis of the Development Characteristics of New Employment Forms in China under the Background of Digital Economy

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Abstract: With the development of the digital economy (DE), a large number of new economies, new models and new business types characterized by "Internet+" have been born, and the scale of the employment field of the DE has been expanding. New forms of flexible employment, such as live video with goods, we media videos, online consultants and copywriters, have emerged. The DE and the new forms of business and employment, such as platform economy, part-time industry economy and sharing economy, are developing vigorously. Under the DE, the competition environment faced by enterprises is increasingly fierce, and the market demand presents the trend of personalized and diversified. In the society, the demand for high-skilled talents surges, and more high-skilled jobs are created, accompanied by better wages and more comfortable employment environment, thus improving the quality of employment for some people. Based on this, this paper studies the development characteristics of China's new employment forms under the background of DE.

Keywords: Digital economy, New Forms of Employment, Industrial transformation.

1. Introduction

In recent years, the extensive application of information technologies such as 5G, the Internet, cloud computing and big data in various economic and social fields has driven the vigorous development of the digital economy (DE) [1]. A large number of new economies, new models and new forms of business featuring the "Internet Plus" have been created, and the scale of employment in the DE continues to expand. As a hot word in the past two years, DE is developing vigorously. The coronavirus pandemic has also boosted the DE [2]. Now, the DE has made it possible to work from home, minimizing the impact of the pandemic on Chinese employment. It is in this context that flexible employment has been further developed, and new forms of flexible employment such as live streaming, we-media videos, online consultants and copywriters have emerged. The DE and the new forms of business and employment, such as the platform economy, the part-time industry economy and the sharing economy, have developed vigorously and played an important role in stabilizing employment and promoting development [3]. A large wave of new forms of employment has emerged, absorbing a large number of jobs and providing an important opportunity to achieve higher quality employment. However, it should be noted that the new economic form based on digital technology, while creating a large number of jobs and promoting industrial reform, has also caused changes in employment methods, bringing unprecedented challenges to existing policies and regulations, social security, personnel training, etc [4].

2. Demand Analysis and Distribution Structure of New Employment Forms

From the perspective of the impact of DE development on employment scale, many scholars believe that the field of DE has become an important channel to absorb employment.

Under the DE, enterprises are facing an increasingly fierce competitive environment, and the market demand presents a personalized and diversified trend [5]. This requires the enterprise organization to respond to the current dynamic environment with a flexible structure, especially to change the human resource management mode and develop a flexible human resource employment mode. DE can be divided into narrow sense and broad sense [6]. The narrow sense of DE is regarded as an industrial economic form, that is, industrial digitalization and digital industrialization, which are separated from the traditional national economic system and are specialized in producing, selling or distributing digital products and services. On the other hand, DE in a broad sense is regarded as an economic behavior, which takes data as the core production factor, the Internet as the main carrier, and the digital concept as the driving force for development [7]. It can effectively integrate with various industrial economies and realize the unification of efficiency and fairness.

Large e-commerce platforms, such as C2C platforms represented by Wechat Business and Pinduoduo, a large number of local e-commerce shopping platforms, and third-party online shops registered on their platforms, have directly brought hundreds of thousands of jobs to e-commerce service enterprises. Figure 1 shows the impact of DE industry on industrial structure.

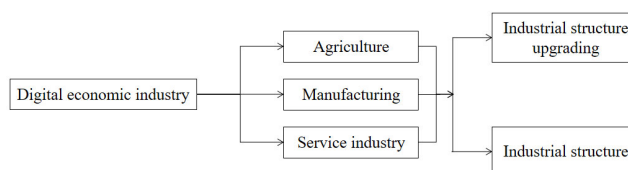


Figure 1. Impact of DE Industry on Industrial Structure

It is worth noting that in addition to e-commerce platforms, there are also a large number of live streaming platforms such

as pan-entertainment and games, which have effectively promoted a large number of employment. Young people between 16 and 40 years old are the main group of people starting e-commerce businesses in China, and young people between 16 and 40 years old account for 80% of the total number of shops on Taobao. Internet companies that have developed rapidly in recent years, such as Alibaba, JD.com, Didi, etc., are all platform-type organizations with more flexible employment needs. Online stores, online car hailing, takeout, home stay and other new forms of business based on the Internet platform have flourished, becoming an important growth pole to absorb employment. These platforms are managed in a digital mode, which ensures the full flow of market information, enables employees to quickly match job requirements, skills, remuneration and other information, and effectively meets the needs of job selection and enterprise employment. It can be seen that the use of digital technology can not only reduce the cost of enterprises to find suitable human resources, but also reduce the cost of job seekers, and fundamentally improve the operating efficiency of the employment market.

3. The Role of The DE in Promoting Employment

There are two main pull forces of DE development on employment: one is employment theory based on labor

market segmentation theory, social division theory and technological progress. The development of DE directly affects flexible employment choices; Second, the popularity and application of the Internet indirectly affect flexible employment choices. The employment problem in China is no longer a prominent problem in terms of employment quantity, but is facing a severe test in terms of employment quality [8]. The development of DE, by promoting technological progress and improving social productivity, forces workers to improve their human capital to establish a competitive advantage. At the same time, it has created new flexible employment forms such as e-commerce and live broadcasting. With the combined effect of many factors, it has achieved the effect of increasing work income and reducing working hours, and made it possible to improve the quality of employment. The technological advances brought about by the DE will replace some conventional manual jobs, such as factory assembly line processing, leaving some workers unemployed. This is because some factories can reduce certain labor and material costs by adopting digital and intelligent production and processing methods, and can produce established products with less labor input, thus greatly reducing the demand for labor. But it also creates new jobs that match low-skilled Labour, making up for the crowding out effect [9]. As shown in Figure 2.

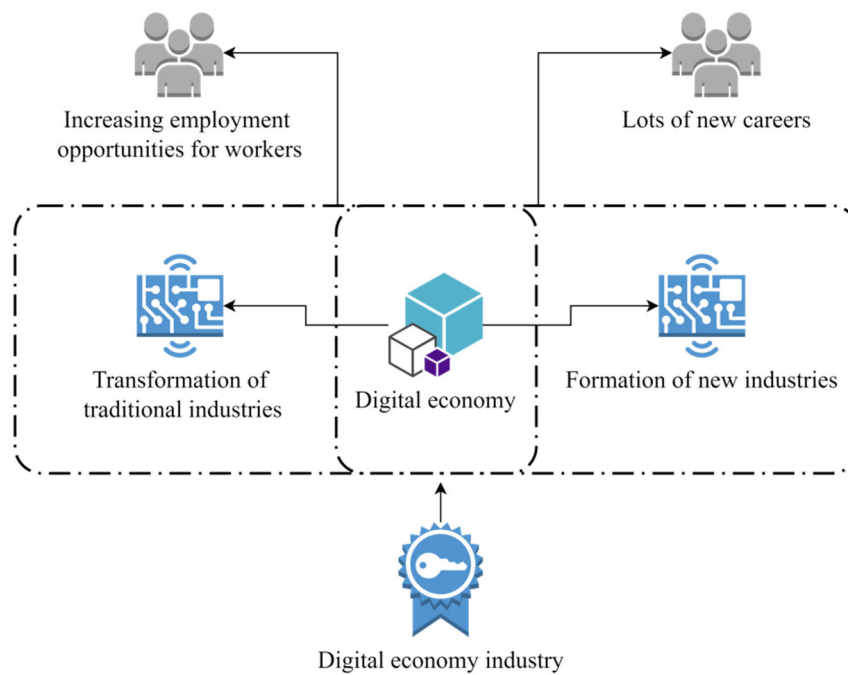


Figure 2. Impact of DE on new employment patterns

The demand for highly skilled talents in the society has surged, and more highly skilled jobs have been created, accompanied by better salaries and more comfortable employment environment, thus improving the employment quality of some people. Platform economy jobs derived from digital platforms, such as delivery clerk, express delivery clerk, online car hailing driver, we media, etc., are also favored by workers, and these jobs have also emerged with the popularity of the Internet. Digital platforms can provide workers with a wide range of customer sources, and there is

no strict skill threshold for workers, thus providing more flexible employment positions for the majority of workers.

4. The Development Characteristic of New Employment Form Under DE

4.1. Problems Facing the Job Market in the DE

Although DE plays an increasingly significant role in promoting industrial transformation and upgrading, expanding the number of jobs and optimizing the job market structure, it is still a new economic form in the process of

growth and development [10]. The current security system is built on the premise of "factories and production lines" and "low personnel mobility", which makes it difficult to adapt to the "high-frequency and frequent" talent flow in the DE era. As each big electric business platform, platform economy special operation mode, brings all kinds of new competition problems, and then the contradiction between the old and new workers management form, the contradiction between the various main market, management system and the traditional market structure of laborers, regulation caused a powerful impact. At the same time, the failure rate of college students' entrepreneurship is relatively high, to some extent, because the talent training in colleges and universities is disconnected from the DE. Many non-standard forms of employment pose challenges to the existing employment statistics system, legal system construction and social security system, which also makes it difficult to accurately judge the important role of the DE in the transformation of old and new drivers and in promoting high-quality economic development. Most importantly, many non-standard forms of employment pose challenges to the existing employment statistics system, legal system construction, and social security system, which also makes it difficult to accurately judge the important role of the DE in the transformation of old and new drivers, and in promoting high-quality economic development, reducing the demand for labor. Unmanned supermarkets, unmanned cinemas, and unmanned restaurants that can be seen everywhere in life also lead to the unemployment of a large number of workers in labor-intensive posts. The rise of bike sharing and online car hailing has also constantly impacted the market opportunities for taxi drivers.

The improvement of the development level of the DE has reduced the demand for labor with high school and junior high school degrees, and increased the demand for labor with primary school and below, college and above degrees [11]. High skilled talents are in short supply in the employment market. The skill premium is obvious. The income gap between high skilled talents and low skilled talents is widening. Constantly improving the quality of employment personnel is an inevitable requirement for the development of DE. With the acceleration of digitalization process in various economic fields, the weak ability of digital personnel training and the shortage of supply become more and more serious. This will further widen the income gap between workers and polarize the income structure of high-skilled and low-skilled workers.

4.2. The Development Characteristic Analysis of New Employment Form

With the development of the 5G technology, the digital platform based on its own resources, in terms of matching supply and demand, resource docking assignment to a new form of employment, to promote industrial digital and fusion of the production and consumption at the same time, changing factors of production and the allocation of human resources, laborer and intelligent production and consumption are adaptation, constantly improve the matching efficiency, Employment has further expanded. The growing number of new jobs created by the DE reflects not only the growing division of Labour, but also the growing skills and job opportunities that the DE enables. Focusing on consumption, the Internet platform constantly allocates resources and consumption demand between workers and consumers. The massive increase in service demand drives the rising

employment demand, which will create a large number of jobs, spawn a large number of new occupations, and thus promote the transformation of employment structure. The country should strengthen the training of data talents and the construction of relevant professional disciplines. We will focus on the distribution of talents in the field of DE, make the training mechanism market-oriented and talent training gradient, and explore the talent training mode of school enterprise joint. Taking takeout riders and online taxi hailing drivers as examples, the time of receiving orders, sending orders and waiting time for order distribution of workers can be based on evidence and fed back to enterprises, workers and consumers in the form of platform data. Through the GPS satellite positioning system, it can identify multiple working paths and locations of workers.

5. Conclusion

The development of DE is conducive to promoting flexible employment options. The improvement of DE will provide more job opportunities and jobs, thus directly promoting flexible employment. The development of DE promotes the growth of employment opportunities and employment channels of migrant workers significantly more than those of non-agricultural residents, leading to the promotion of flexible employment of migrant workers is significantly greater than that of non-agricultural residents. To sum up, the development of the DE has further provided flexible jobs, brought job opportunities to more workers and achieved the goal of stable employment. On the other hand, on the basis of flexible employment opportunities, the development of the DE also makes this group gain better salary and more comfortable environment. Flexible employees' job satisfaction is also increased, and the quality of flexible employment has been improved.

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