

Survey and Research on Enhancing the Employment Competitiveness of College Students

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Abstract: According to the previous announcement of the Ministry of Education, the number of college graduates in 2022 will again reach a record, 1.67 million more than in 2021. In that year's government worked report. "Employment" was mentioned 31 times. Whether college students have employed ability, is a major factor affecting employment. This study analyzes how to improve the employed ability of college students. First, the data are obtained in the form of questionnaires and interviews, and then the questionnaire results are statistically analyzed using chi-square test modeling method and the analytic hierarchy process. Finally, the employment model provides an important theoretical basis for the cultivation of college students' employed ability. A total of 102 questionnaires were collected. Conduct independent sample t-test to evaluate the relevance of the survey results. If $p < 0.05$, the consequences are considered to be strongly correlated. Test analysis results in the questionnaire to ascertain the authenticity of the statistical results. According to the statistical analysis of the questionnaire, We can draw the following conclusions: many people have different choices, They have their own advantages and disadvantages, no matter whether they are seeking employment or upgrading their education, The specific effects vary from person to person. Upgrading their education can improve their competitiveness, but they may also miss the domestic employment environment. Employment may not satisfy themselves due to salary and other reasons. To sum up, we should continue to enhance and solve the employment problem of the future.

Keywords: Employment competitiveness; chi-square test; analytic hierarchy process.

1. Introduction

With the increase of the number of graduates, the competition for jobs in enterprises is becoming ever more fierce, which also causes enterprises to improve the standard requirements for jobs. According to the "China College Student Survey (CCSS)" project sponsored by Tsinghua University, in recent years, the number of college graduates across the country has shown a continuous growth trend. Especially since 2020, due to the outbreak of the epidemic, communication between graduates and enterprises has become more difficult. College students face multiple pressures in employment, which has been the subject of attention of the whole society. How to maintain the aforementioned employment level and improve the employment competitiveness of fresh graduates in the turbulent employment situation is the primary problem to be resolved today. The survey drew on the career EDGE model (Lee, 1997), which believed that, in addition to the relevant professional knowledge, professional understanding and general skills contained in the existing research results, the main components of employed ability should also include education background and work experience (career EDGE model: the constituent factors and formation mechanism of college students' employed ability). As far as I know, many college students do not even know the current employment situation, or even how to improve their employment competitiveness. Based on the existing problems, I conducted this research. This study conducted an investigation through questionnaires and offline interviews to study how to improve the employment competitiveness of college students. In the future, if we can cultivate the employed ability of college students in all aspects, we will believe that our employment situation will be more optimistic.

2. Organization of the Text

2.1. Literature review

There are a few researches on how to improve the employment competitiveness of college students. According to the research of CCSS, Through the Career EDGE model (Lee, 1997), we know that a large part of the factors that affect competitiveness lie in the existing aspects of career development learning, work and life experience, subject knowledge understanding and skills, general skills and EQ models. Empirical Study and Thinking on the employment competitiveness of College Students (Jian, 2011), to provide a theoretical basis for the construction of the evaluation system of college graduates' employment competitiveness, which can theoretically evaluate the employment competitiveness of college graduates. This article uses the Career EDGE model for reference (Harvey, 2021). Through the analysis of literature, we know that employed ability is not the result, but the ability and process of lifelong learning.

2.2. Methodology

The survey uses online questionnaires and offline interviews to investigate the employment competitiveness of college students. All questionnaires are online. Each questionnaire did not count personal information. The data sources of the questionnaire are all college students, which are authentic. Data statistics and independent test according to the results of the questionnaire. Three interviewees were invited to interview. Before the survey, the three interviewees had paid great attention to the employment competitiveness of college students. The interview with the three interviewees can make our research more reasonable and scientific. The first interviewee was a senior. He believed that learning the specialized knowledge of this major was the key factor to

improve the employment competitiveness. But he believes that just learning this major can bring better employment opportunities. The second interviewee was a staff member of the Personnel Department of the enterprise. When talking about the problems of college students who are employed, he said that a considerable proportion of graduates are not fully qualified for the job demand, which is mainly reflected in the low matching of students' theoretical knowledge and practical ability with the job ability, and the lack of innovative thinking ability. The third interviewee is a postgraduate, who has improved his academic qualifications through examinations. I drew from his interview that more opportunities can be obtained in higher education. Conduct independent sample t-test to evaluate the relevance of the survey results. If $p < 0.05$, the consequences are considered to be strongly correlated. This study has a few limitations. Such as, the number of questionnaires and interviews is small, and the survey and analysis have particularity and low universality.

2.3. Finding

2.3.1. Questionnaire

The questions asked participants to rate how strongly they agreed with each statement. According to the results of the questionnaire. If students fail to find jobs, most of them will choose the following methods. As shown in Figure 2. 4.55% of the students will choose the position with a lower salary, 40.91% of the students will choose to enhance their professional skills. In this way, we can improve our ability and adapt to the society. And 40.91% of the students will choose to improve their academic qualifications. Improve self-worth by continuing to read deeply. From the chart, we can see that most of the students hope to improve their employment competitiveness by improving their self-worth, and only a few of them are satisfied with the status quo.

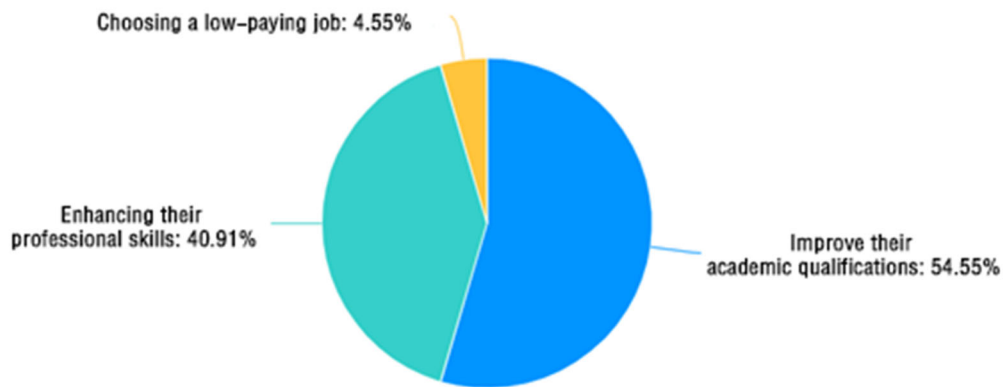


Figure 1. What will you do if you don't find the job you want

What do college students aspire to in their future work? According to the results of the questionnaire, as shown in Figure 2. 90.91% of students should pay more attention to

salary in their future work, 81.82% of students pay more attention to self-development space, and 77.27% of students pay more attention to the atmosphere between colleagues.

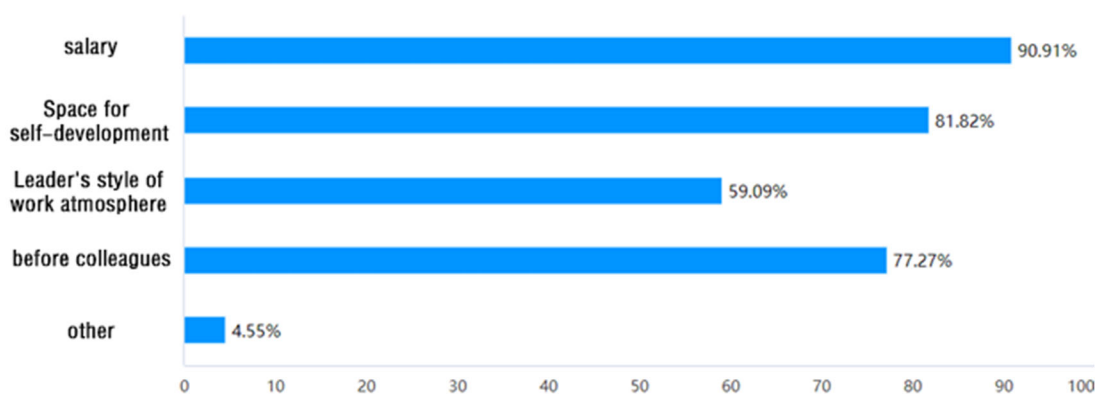


Figure 2. What do students pay more attention to in their future work

Among the college students who have not graduated, 79.55% of them think that their competitive advantage in the work is reflected in their strong communication and expressive ability,

and 50% of them think that it should be reflected in their proficiency in using office software. They all have their own unique understanding about the future employment needs.

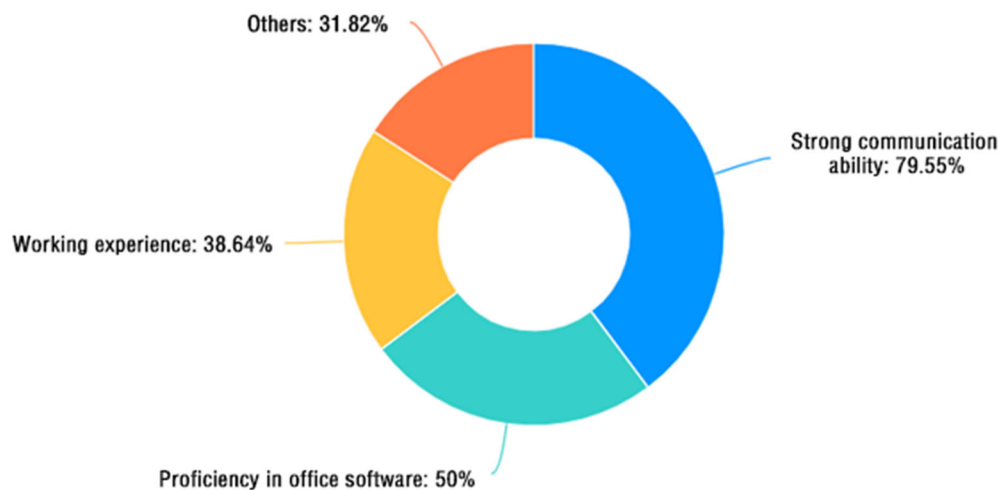


Figure 3. Statistics of employment competitive advantage

2.3.2. Interviews

In this survey, I interviewed three students offline. The principal forms are face-to-face communication or WeChat. The first interviewee is a senior student. He believes that learning the specialized knowledge of this major is the primary factor to improve the employment competitiveness. But he doesn't think that just learning specialized knowledge can bring him more and better employment opportunities. His achievements in the school are not particularly outstanding. He hopes to be able to change his major and improve his abilities in other fields. The second is a student who has worked for one year. He believes that learning this major well is the foundation. Nevertheless, He must master or understand as much knowledge as possible. It is easy to improve one's competitiveness by adding more practices than by simply improving one's education level, and expands his contacts and knowledge of the learning process. The third interviewee is a graduate student who has improved his academic qualifications through examinations. During his interview, I learned that he had more opportunities to explore and experience during his postgraduate period, and the employer also hoped to hire him.

2.4. Discussions

Many sociologists and enterprise executives believe that (Julia, 2022) The reason why college students are difficult to find jobs is that the employed ability of contemporary college students does not match their work, and they lack innovation ability and skills to be adapted to work. This view is very consistent with the survey results in the questionnaire, and numerous college students correctly recognize this. They think that just learning their own professional course in the university is not enough just to get a desired job. Only by expanding their professional knowledge can they improve their employment competitiveness. Through the analysis of the consequences, I found that many students believe that they should improve their employment competitiveness and value by improving their academic qualifications. This finding is consistent with numerous employment reports. Improving their qualification is a good way to enhance their competitiveness. Getting more opportunities and resources in the process of pursuing a higher degree.

2.5. Recommendations

This report considers ways to improve the employment competitiveness of college students. On the premise of learning their own professional course well, college students should expand their knowledge range as much as possible, and make a plan for their future. Improving their academic qualifications is also a way to improve their employment competitiveness. We can meet more people and learn more information in the process of studying for higher degrees. The government should also conduct macro control and adjustment to keep the current and future domestic environment continuously good. These are all favorable factors that can help us get a better job.

3. Summary

As the objects of the questionnaire are college students, who may have less contact with the society, the survey results are not completely consistent with the actual relevance of social requirements. In dialogue with the three interviewees, I learned that some college students hope to improve their competitiveness by expanding their professional knowledge, which is no problem in itself. But I think they should have more communication with enterprises. Only by understanding the needs of the market. Can they better develop themselves to meet the needs of the post. The improvement of education can really improve their competitiveness, but education is only a part of their learning ability. Nowadays, in the context of higher education, more and more enterprises really start to pay attention to students' personal abilities. Many people have different choices. They have their advantages and disadvantages. Whether they are looking for a job or upgrading their education, the specific effects vary from person to person. Upgrading their education can improve their competitiveness, but they may also miss the delightful employment environment at that time. In a word, we should continue to improve and solve the employment problem in the future.

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