

Research On The Employment Of University Students Under The Background Of "Internet Plus"

Jinya Sun, Hean Liu

College of Science, Hunan City University, Yiyang, Hunan 413000, China

Abstract: Today, "Internet plus" technology is deeply embedded in all aspects of economic and social life, Solving many problems of clothing, food, living and business in traditional life, and subdividing the market to further satisfy human spiritual needs. Compared with traditional industries, the "internet plus" provides lower barriers, less cost-specific, and creates a good platform for college students to start a business. It is likely to alleviate the problem of college students' employment in recent years. Under such times conditions, through the advantage of the Internet, the traditional industries and models to innovate in order to improve the existing problems.

Keywords: Internet Plus; Employment Of University Students; Employment Force; Internet Recruitment

1. Introduction

On 2014, Premier Li Keqiang proposed at the first Internet Conference, the Internet is a new engine of China's economic and social development and an important tool for promoting entrepreneurship and innovation among the masses, The Internet plus action plan was put forward for the first time in the 2015 government report. "Internet plus" represents a new economic form^[1-3]. It refers to the combination of Internet and traditional industries relying on Internet information technology, so as to optimize the production factors, update the business system and reconstruct business models to achieve economic transformation and upgrading. The purpose of the "Internet plus" plan is to give full play to the advantages of the Internet, integrate the Internet with traditional industries, upgrade the economic productivity with industrial upgrading, and finally achieve the increase of social wealth.

In 1999, the number of college graduates in China was about 1 million, and then the state adopted a policy of enlarging enrollment. In just 10 years, the number of college graduates in China has increased fivefold. Official figures show that the number of graduates in 2018 reached 8.2 million^[4-8].

The number of college graduates increases year by year, and the annual growth rate of posts is far below the number of university graduates. Relevant data show that the employment rate of graduates in 2011-2014 continues to rise; but since 2015, the employment rate has declined, In the past 5 years, the employment rate of college graduates has remained at around 90% after half a year of graduation. In addition, with the development of artificial intelligence, more and more skilled personnel are needed

in the market. And the employment situation of graduates who have graduated from university just now is grim.

On the whole, the employment situation of college students is still grim, and there are great differences in the level of employment between different majors. The external causes of College Students' employment problems are mainly reflected in two aspects. The first is the periodicity social phenomena caused by the prominent structural contradictions of employment, the dislocation of specialty settings and the rapidly changing market demand, and the imbalance of talent structure. The second is the university training is divorced from the needs of enterprises, and the training mode of colleges and universities can not meet the needs of enterprises.

2. Employment Force of University Students

Since March 2007, the Shandong Provincial Government has entrusted the Shandong Economic University and the Shandong Academy of Social Sciences to conduct a joint study on the supply and demand forecast of talents in Shandong Province^[9-14]. As the latest stage achievement of this subject, "Research on the Employment Ability of College Graduates in Shandong Province in 2009" proposes to solve the employment problem of college students fundamentally, and the goal of the employment policy of college students must be changed from increasing "employment rate" to enhancing "Employment force".

Employability refers to the ability of an individual to obtain, retain and do a good job after learning. Employability has a positive impact on College Students' employment. It is a necessary condition to solve the em-

ployment problem and improve the employability of university students.

According to the existing research, there is a positive correlation between the strength of network behavior (such as job hunting, learning, information and resource acquisition) and employability. Therefore, we can provide support for students to enhance their employability through building a platform for providing employment information. Combined with the characteristics of the Internet era, we should make full use of the "Internet plus traditional industries" mode, make use of information and communication technology and the Internet platform to deepen the integration of the Internet and traditional industries, and create new development ecology to solve the problem of College Students' employment. For example, recruitment system that it is closely related to college students' employment.

3. Recruit

Recruitment refers to the selection of persons for the realization or accomplishment of a certain goal. It is generally composed of subjects, carriers and objects. In the phenomenon, most of the recruitment activities are characterized by top-down, strong to weak, mostly one-way recruitment.

In July 2009, an engineer in Shanghai, China, wrote on his belly to recruit a boss, and he has a successful outcome eventually because of his successful operation, he filling the gap in the "recruitment market" two-track system, but this case still deviates from the mainstream recruitment model, it is not enough to become the push hands of mainstream recruitment market.

4. On-campus Job Fair

Campus recruitment is also called door-to-door recruitment. Recruiters recruit directly from schools and graduate exchange meeting. It is an important form of enterprise recruitment. There are many specific methods of campus recruitment, It is usually attending the annual meeting of the supply and demand of talents held by the school (negotiation), and it also held a special recruitment meeting, lectures and other forms to the school. In addition, many enterprises will select future employees through directional training, entrusted training, sponsoring campus cultural and academic activities, setting up scholarships, cooperating with universities to establish research and development centers, and graduation practice bases. But it has a limited audience, limited information exchange, and most graduates are not very clear about their career planning and positioning. Even though the employment rate of college graduates in campus recruitment is considerable, job mobility is likely to be high, and employability has not been greatly improved. The problem of College Students' employment still exists.

5. Internet Recruitment

Under the background of the "Internet plus" era, with the support of network technology, new network recruitment has emerged. Network recruitment can also be called Internet recruitment, online recruitment and so on, it is refers to the use of the Internet to implement enterprise recruitment activities, the enterprises which implement enterprise recruitment publish recruitment information on the network, next collate the resume received and screened resumes, and then the implementation of evaluation and interview.

Because of the advantages of network recruitment, such as no geographical restriction, wide coverage, low recruitment cost, convenience and high timeliness, more and more enterprises attach importance to network recruitment, which has been widely used and has broad prospects for development. Compared with the traditional offline recruitment mode, online recruitment has a certain convenience and promotion effect on the employment situation, but there are still some limitations in online recruitment. For example, network recruitment reduces the cost of enterprise recruitment, but it still can not reduce the cost of post-induction training, and can not improve the employment rate of counterpart, talent professional quality can not match the needs of enterprises. Internet recruitment is still a mediocre role in improving the employability of college students.

6. Countermeasures for College Students' Employment

In order to solve the problem of "difficult employment" for college students, to improve their employment rate and ability, to solve the needs of enterprises for talents, and to realize the self-directed training and precise flow of talents, we can consider the reform of recruitment mode. Referring to the spirit of the document "Some Opinions of the Ministry of Education on Improving the Teaching Quality of Vocational Education in an All-round Way", etc, Taking the "Internet plus" as the background, and the integration of industry and education as the basic policy. The talent training mode of school enterprise cooperation is combined with the current increasingly mature network recruitment technology, so that industry enterprises can participate in the whole process of personnel training deeply. Build a new network platform to deepen the mutual understanding process between enterprise recruitment and college students' employment. Firstly, college students use the new network platform to deeply understand the enterprise culture, job requirements, skills requirements, they can participate in directional training provided by enterprises through online platform to achieve a certain level of skills and then dock with enterprises. A large amount of time in school coupled with in-depth understanding of all walks of busi-

ness enough to preliminarily complete the self-positioning of College students. Secondly, enterprises provide the learning materials needed for recruiting posts and participate in the training process of College talents, so they can grasp the talents more accurately, and at the same time can provide help to enhance the employability of College students.

7. Acknowledgment

The first author is a student from Hunan City University. This paper is directed by Professor Hean Liu.

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