International Education Forum, 2025, Volume 3, Issue 12
http://ojs.bbwpublisher.com/index.php/IEF
Online ISSN: 2981-8605
Print ISSN 3083-4902

Optimization Strategy for Job Matching in Modern Service Industry in the Greater Bay Area under the Background of Industry Education Integration

Shaojian Wu, Haibo Zhang*

Guangdong Innovative Technical College, Dongguan 523000, Guangdong, China

**Corresponding author: Haibo Zhang, 85311824@qq.com*

Abstract: In the context of the ongoing construction of the Guangdong-Hong Kong-Macao Greater Bay Area, the modern service industry, as a pivotal component of the regional economic structure, is heavily reliant on the effective supply of talent resources for its pursuit of high-quality development. However, the current mismatch of personnel and positions in the talent market has become a key bottleneck restricting the upgrading of modern service industries. The integration of industry and education serves as a critical conduit between the two spheres, offering a structured approach to addressing this challenge. The present article is predicated on the empirical development of the contemporary service industry in the Greater Bay Area, in conjunction with the policy orientation and pragmatic rationale of industry education integration. It provides a thorough analysis of the current state of personnel job matching, identifying challenges and proposing targeted strategies. These strategies are designed to address the mechanisms, construction, and optimization of systems. The paper offers both theoretical reference and practical guidance for achieving precise alignment between educational supply and industrial demand.

Keywords: Integration of industry and education; Greater Bay Area; Modern service industry; Job matching; Optimization strategy

Online publication: December 31, 2025

1. Introduction

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) is a prime example of China's dynamic and open economy. It has witnessed a consistent rise in the share of its modern service sector in the region's GDP, thereby emerging as a pivotal catalyst for promoting economic transformation and upgrading at the regional level[1-2]. The contemporary service industry has undergone significant transformations due to the pervasive adoption of

digital technology and the substantial restructuring of the industrial landscape. These developments have led to an increased emphasis on the knowledge structure, skill level, and professional ethics of talent[3]. The position necessitates a robust foundation in professional principles, complemented by a capacity for interdisciplinary collaboration, innovation, and agile adaptation[4]. However, a discrepancy exists between the contemporary talent cultivation model in universities and the actual demands of industries, leading to a misalignment between talent supply and job demand with regard to quantity, structure, and quality. Some positions are facing the phenomenon of "recruitment difficulties" and "employment difficulties" coexisting[5]. The integration of industry and education serves as a pivotal mechanism for aligning educational and industrial resources, thereby facilitating the precise alignment of talent cultivation with market demand. This alignment is achieved through the promotion of school-enterprise collaboration in education, the alignment of curriculum content with job standards, and other methodologies. In this context, exploring optimization strategies for human resource matching in the modern service industry of the Greater Bay Area under the background of industry education integration has important theoretical and practical significance for enhancing regional talent competitiveness and promoting high-quality development of the modern service industry.

2. Current situation of job matching in modern service industry in the Greater Bay Area

2.1. Gradually improving policy system

In the context of the ongoing construction of the Guangdong-Hong Kong-Macao Greater Bay Area, the modern service industry, as a pivotal component of the regional economic structure, is heavily reliant on the effective supply of talent resources for its pursuit of high-quality development. However, the current mismatch of personnel and positions in the talent market has become a key bottleneck restricting the upgrading of modern service industries[6]. The integration of industry and education serves as a critical conduit between the two spheres, offering a structured approach to addressing this challenge. The present article is predicated on the empirical development of the contemporary service industry in the Greater Bay Area, in conjunction with the policy orientation and pragmatic rationale of industry education integration. It provides a thorough analysis of the current state of personnel job matching, identifying challenges and proposing targeted strategies. These strategies are designed to address the mechanisms, construction, and optimization of systems. The paper offers both theoretical reference and practical guidance for achieving precise alignment between educational supply and industrial demand.

2.2. Gradual transformation of university training mode

Confronted with the rapid evolution of the modern service industry, universities in the Greater Bay Area have undergone a systematic adjustment of their talent training models, transitioning from conventional knowledge transmission to the cultivation of practical skills[7]. In professional settings, there has been an increased focus on aligning with the evolving trends in the modern service industry. Consequently, a range of professional pathways related to emerging business models have been incorporated. In the development of the curriculum system, there has been a reduction in the proportion of pure theoretical courses, with an emphasis placed on practical and interdisciplinary courses[8]. This approach aims to enhance students' job adaptability by cultivating their comprehensive abilities. Concurrently, the frequency of collaboration between universities and contemporary service industry enterprises has escalated. The establishment of training bases and joint

teaching programs enables students to encounter industry realities at an earlier stage, fostering the development of professional qualities aligned with industry demands and creating conducive conditions for successful job placement.

3. Existing problems in job matching for modern service industries in the Greater Bay Area

3.1. Poor collaboration mechanism between schools and enterprises

Despite the mounting policy support for the integration of industry and education, the collaborative mechanism between schools and enterprises in the modern service industry in the Greater Bay Area is not yet optimal, and cooperation primarily remains superficial. The absence of effective mechanisms for the distribution of benefits and risks has led to concerns among companies that participation in talent development initiatives may result in increased costs and limited returns, thereby diminishing enthusiasm and sustainability for such involvement. Universities, on their part, face limitations imposed by their own management systems and teaching methodologies, which hinders the ability to fully align talent development plans with the needs of enterprises. The discordance between the interests and demands of the two parties engenders considerable challenges in the deepening of cooperation, frequently manifesting in a phased and project-based manner. This is further compounded by the absence of a long-term, stable collaborative education mechanism, resulting in an inadequate connection between talent cultivation and industry demand. This, in turn, adversely impacts the efficacy of job matching.

3.2. The training content is disconnected from the industry demand

A persistent discrepancy persists between the talent cultivation content of universities in the Greater Bay Area and the contemporary demands of the modern service industry. On the one hand, the updating speed of the curriculum system lags behind the development of the industry. New technologies, models, and formats that have emerged in the modern service industry have not been included in the teaching content in a timely manner, resulting in intergenerational differences between the knowledge mastered by students and the actual application in the industry. On the other hand, skill development does not match job requirements, and practical teaching in universities mainly relies on simulation training, which differs from real work scenarios and operational processes in enterprises. Graduates may encounter challenges in promptly acclimating to practical work environments. This incongruity in training content renders it challenging for graduates to fulfill the requirements of contemporary service industry positions with regard to knowledge structure and skill level. This, in turn, engenders a structural contradiction in the alignment of job matching.

3.3. Lack of evaluation feedback mechanism

Presently, the Greater Bay Area is deficient in an effective evaluation and feedback mechanism for modern service industry job matching, which complicates the scientific evaluation of talent cultivation quality and the degree of job demand match. The tracking survey of graduates by universities is not systematic enough, which makes it difficult to understand in a timely manner the adaptation of students to positions and the satisfaction of enterprises. Enterprises also rarely provide feedback to universities on problems discovered during the talent utilization process, making it difficult for universities to adjust talent training plans according to changes in industry demand. Concurrently, there is an absence of long-term monitoring of the effectiveness of job

matching, and novel problems that emerge during the matching process cannot be identified and addressed in a timely manner. This engenders a long-term mismatch between education supply and industry demand, which impedes the optimization and upgrading of job matching.

4. Optimization strategies for job matching in the modern service industry in the Greater Bay Area

4.1. Improve the mechanism of school enterprise collaboration

In order to address the issue of insufficient depth and stability in school enterprise cooperation, a sound collaborative mechanism for sharing benefits and risks should be established. It is imperative to elucidate the rights and obligations of educational institutions and enterprises in talent cultivation through policy guidance. Moreover, it is essential to provide tax incentives, policy preferences, and other incentive measures for enterprises that are actively participating in the integration of industry and education. In addition, measures should be implemented to reduce the cost of enterprise participation. It is crucial for universities to proactively provide technical support, talent training, and other services to enterprises to achieve mutual benefit and win-win outcomes. Concurrently, the establishment of a standardized communication and negotiation framework is imperative. This involves the regular organization of discussions between educational institutions and enterprises concerning talent development plans, curriculum design, and related subjects. Ensuring that the nature of cooperation aligns with the needs of both parties is crucial. Furthermore, the transformation of school-enterprise cooperation from short-term project collaborations to long-term stable strategic partnerships must be promoted. Mechanisms are to be implemented to optimize job matching.

4.2. Dynamic optimization of training content

To address the discrepancy between training content and industry demand, it is imperative to implement a dynamic training content system. In order to remain competitive and relevant in the contemporary job market, higher education institutions must establish and maintain robust connections with modern service industry enterprises and organizations. These institutions should also prioritize the timely collection and analysis of industry development trends and changes in job demand. Furthermore, academic institutions should ensure the regular updating of professional settings and course content to reflect these developments. The integration of new technologies, formats, and models into teaching methods on a consistent and timely basis is also crucial for maintaining relevance and effectiveness in the educational process. In terms of curriculum design, it is imperative to augment the proportion of practical teaching, construct a curriculum system centered on ability cultivation, and prioritize the cultivation of students' innovative thinking and practical operation abilities. Concurrently, we will promote interdisciplinary professional development, cultivate talents with a composite knowledge structure, ensure that the knowledge and skill structure of graduates matches the job requirements, and improve the accuracy of personnel job matching.

4.3. Building an evaluation feedback system

The establishment of a sound evaluation and feedback system for job matching is imperative for achieving dynamic optimization. The utilization of information technology platforms is imperative in the establishment of an evaluation network encompassing universities, enterprises, and graduates. This network facilitates comprehensive monitoring of the quality of talent cultivation and the efficacy of job matching. Colleges

and universities must enhance their capacity for tracking and investigating the post-graduation outcomes of their alumni. They are also responsible for soliciting feedback from employers regarding the satisfaction and adaptability of their alumni in the workplace. Conversely, enterprises should engage in active collaboration with educational institutions and provide prompt feedback on any issues that arise during the utilization of talent. Concurrently, industry organizations will spearhead the formulation of a scientific evaluation index system for job matching, with the subsequent release of evaluation reports on a regular basis. These reports will serve as a foundation for universities to adjust their talent training programs and for enterprises to optimize their recruitment strategies. This will establish a closed-loop mechanism of "training evaluation feedback adjustment," thereby continuously enhancing the level of job matching.

4.4. Strengthen the construction of the teaching staff

In light of the identified deficit in the practical aptitude of the teaching staff, it is imperative to implement comprehensive measures aimed at enhancing the professional competence of educators. A system must be established that allows teachers to engage in regular practice and exercise in modern service industry enterprises. The practical experience of these enterprises must serve as a fundamental basis for evaluating teachers' qualifications and assessing their performance. This approach will motivate teachers to engage directly with the industry, understand the latest job skill requirements, and stay informed about industry development trends. Concurrently, industry experts are recruited as part-time faculty members, contributing to classroom instruction and practical guidance. This initiative facilitates the transfer of industry expertise to the academic environment, thereby enhancing the quality of teaching content and methodologies. Furthermore, the institution will enhance the preparation of educators through the organization of specialized lectures, the facilitation of teaching seminars, and the implementation of other initiatives to augment educators' capacity to translate industry expertise into pedagogical content. This will be achieved by the establishment of a "dual teacher" teaching team that possesses an understanding of both theoretical concepts and practical applications. Additionally, the institution will provide assurances for the cultivation of talents that align with industry requirements.

5. Conclusion

The optimization of job matching in the modern service industry in the Greater Bay Area under the background of industry education integration is a systematic project that requires the collaborative efforts of the government, universities, enterprises, and industry organizations. At present, the Greater Bay Area has made initial progress in policy framework construction, school enterprise cooperation practices, etc., but problems such as poor school enterprise collaboration mechanisms and disjointed training content still constrain the accuracy of personnel job matching. By improving the school enterprise collaboration model of benefit sharing, dynamically optimizing the training content system, constructing a closed-loop evaluation feedback mechanism, and strengthening the construction of a "dual teacher" teaching staff team, the structural contradiction between talent supply and industrial demand can be effectively resolved, and the deep coupling of the education chain, talent chain, and industrial chain can be achieved. This process is not only related to the high-quality development of modern service industry, but also plays an important supporting role in building an education and talent highland in the Greater Bay Area and enhancing regional core competitiveness. In the future, with the popularization of digital

monitoring methods and the deepening of cross regional resource integration, job matching will evolve towards a more accurate and dynamic direction, injecting lasting momentum into the continuous upgrading of modern service industries in the Greater Bay Area.

Funding

Project of the 2025–2026 Research Plan of Guangdong Provincial Vocational and Technical Education Association "Research on the Innovative Practice Path of Industry-Education Integration in the New Catering Professional Group Empowered by Artificial Intelligence" (Project number: 202509G039)

Disclosure statement

The author declares no conflict of interest.

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