

Research on New Employment Methods of College Students from the Perspective of Sharing Economy

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Abstract: Since the concept of cooperative consumption was proposed, the sharing economy has become the topic of highest concern in the academic world. From the perspective of the economic market, the sharing economy has created a new model that breaks the original economic order, which can accommodate more labor. Compared with traditional employment methods, the sharing economy has undergone significant changes in terms of labor. The sharing economy is extremely dependent on information technology, and the employment relationship is relatively vague. This poses great challenges to the welfare, income security, and stability of college graduates’ employment. This paper explores and analyzes the new employment methods from the perspective of the sharing economy.

Keywords: Sharing economy; Employment of college students; Employment methods; Stability

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1 Definition of sharing economy

The sharing economy is an economic organization model that can use modern information technology to integrate and share idle labor resources to meet the diverse needs of economic activities. The sharing economy can be defined as three aspects:

(1) The sharing economy is a new type of economic model manifested by specific development of information technology in China, and it is an economic model that combines the Internet, big data, and mobile payment.

(2) The sharing economy is an efficient configuration method for matching supply and demand. The use of information technology makes the supply and demand matching more efficient, and idle resources can be fully utilized in the sharing economy.

(3) The sharing economy is a new method of consumption and concept of development, which adapts to social development. The consumption of the sharing model will have a higher resource utilization rate, which is completely in line with China’s sustainable development concept.

2 The impact of the development of the sharing economy

The development of the sharing economy has a great impact on all aspects of society and the economy. Its

impact is mainly reflected in the following aspects:

2.1 Promoting innovation of college students

Innovation is the reorganization of existing production factors to meet the needs of consumers. The emergence of the sharing economy model has made innovation come out in another new form. Innovation is also a new economic development momentum for the sharing economy model. The matching of production factors will be more convenient in the sharing economy model^[1]. Enterprises and individuals can rent equipment or places according to their actual needs so that production factors and conditions can be optimally combined, making large-scale innovation possible. Since resources are the integration of idle resources, the sharing economy also reduces the risk of innovation and possible losses.

2.2 Expanding effective supply

In the traditional business model, it is impossible to accurately understand the needs of consumers. So overcapacity was a common phenomenon^[2]. However, in the sharing economy model, all processes can be most accurately grasped through the platform. And social resources can also be mobilized more quickly so that they can meet changing consumer demands.

2.3 Promoting flexible employment of college students

The sharing economy model has broken the status of traditional full-time employment, which has made more employment channels, flexible employment options and career choices. The sharing economy provides a new way of employment without relying too much on fixed enterprises to earn income^[3]. Therefore, the sharing economy makes college students' employment methods more flexible.

3 The crisis and challenges of college student employment under the sharing economy perspective

3.1 Challenges of forms of traditional employment

Traditional employment methods are completely different from those in the sharing economy. Many traditional factors and employment principles are no longer applicable in the sharing economy. The legislature also needs to formulate new rules on the form of employment in the sharing economy model. The state has not recognized this form of occupation in the sharing economy temporarily, so it will face new

challenges and various problems.

3.2 Challenges on safety net of future welfare

The sharing economy can provide people with freer working conditions than the traditional way of employment, but the form of occupation in this sharing mode also brings challenges to the welfare network of employees^[4]. Work will be determined by lower wages and higher levels of job insecurity and lack of any benefits. Employees will work with less pay and longer working hours. Eventually, the welfare safety net of the employees will be absent, and the working environment will not be too good. For other groups of employees, they will prefer this kind of free work, but for many ordinary laborers, welfare protection will be their biggest problem. Through the platform of sharing economy, their work can be more flexible, even if the income will be reduced. There also will have problems with family expenditures.

3.3 Crisis of labor outsourcing

Outsourcing refers to the company's use of external labor, which does not belong to the company's internal personnel. After the emergence of the sharing economy, the conditions of all aspects of the outsourced labor force have been met. As a result, the current employees of the platform of sharing economy are more like an outsourcing service. Employees actively enter the sharing platform to participate in provision of service. With the rapid development of modern information technology, a large number of service industries have also begun to outsource^[5]. This aspect is more prominent on the platform of sharing economy. The service personnel of the sharing economy are basically outsourced labor. However, most high-skilled and high-paying jobs are as easily affected by outsourcing as jobs owned by people with low-skilled and low-compensation occupations because there is almost no correlation between skills and the nature of outsourcing, which makes the influence of outsourcing to the labor market become greater. It is also a big challenge for the labor market in the sharing economy.

3.4 The employment stability of college students becomes weak

The employment method in the perspective of the sharing economy is very different from the previous traditional employment method. From the perspective of the employment of university graduates, their working hours are basically determined by themselves for full-time or part-time. It is not affected and constrained by the platform of sharing economy at all, so the

work place is relatively independent and the time is even more scattered. This new type of employment relationship is difficult to define and very vague. Both parties of the labor have not signed any contracts, nor do they have any contractual relationship^[6]. And there is no corresponding welfare guarantee at all. These employees are more like labor outsourcing than hiring. The use of information technology is becoming more and more widespread, leading to more transparent information in the platform of sharing economy, so that the salary level of employees is lower to a minimum. With the absence of any welfare guarantees and lower salaries, it will be less attractive to employees^[7]. Compared with traditional employed methods, the stability of the sharing economy is weak, making it difficult to become a relatively stable labor system.

3.5 The employed supply and demand of college graduates do not match

The problem of the disconnection between the setting of some professional structures in colleges and the market demand for human resources is outstanding and needs to be further resolved. At the same time, the abilities and expectations of graduates conflict with the needs of actual jobs. The psychological gap between college graduates is large. And the demand from jobs does not match the graduate's own ability.

4 Strategies for employment of college students from the perspective of sharing economy

4.1 Playing the role of law and government

At present, the new labor force group in the sharing economy is constantly developing and increasing. Although full-time employees can be protected by the labor law, independent practitioners are not being protected. So far, labor law does not allow market-based solutions to appear, and the platform of sharing economy has no incentive to protect the labor force on the platform^[8]. Officially issued by the Ministry of Human Resources and Social Security, 13 new occupations including e-sports players are legal means adopted by the country to recognize new types of employees. All of these are leading occupations in the digital economy era. For the form of employment in the sharing economy, the Chinese government also urgently needs to recognize the employed situation of the labor group in the sharing economy legally so that these employees can have a relative career identity.

4.2 Safeguarding the rights and interests of college

labor groups

For the setting of new labor groups, many solutions proposed from abroad involve the creation of a third type of labor group, which can also be made dependent on contractors. This type of classification also exists in many other countries. The introduction of the third type of workers is of great help to many sharing economy providers, and it also allows the platform to provide more flexible market protection so that service providers greatly benefit from it. However, the most important thing is to cautiously set boundaries for new categories. If they can be classified in more detail, then rights and responsibilities will be better realized for the classification of employees in the sharing economy^[9]. It doesn't make the labor force in the platform of sharing economy only rely on the platform's income to support their families, because this is far from enough. And the new type of labor force requires a minimum of wage standard. Therefore, under the classification of labor force, it is necessary to set up the corresponding protective rights of labor.

4.3 Optimizing the technical support for platform

The superiority of the platform of sharing economy mainly comes from the utilization of modern information technology. It solved the problem of information asymmetry between supply and demand so that more people can have opportunities for employment. Therefore, the level of information technology of the platform of sharing economy must be continuously improved to ensure the superiority of the economic sharing platform. Information technology is the core condition for the continuous development of the sharing economy.

For the platform of sharing economy, the most basic technical support comes from the rapid matching of information technology, matching those who can provide services with those who need services. Therefore, the platform of sharing economy should actively optimize its workforce matching, so that the needs and requirements of services can be more refined and accurately matched.

The trust mechanism is a prerequisite for rapid matching of demands under the platform of sharing economy. Both parties trading under the platform of sharing economy are people who do not know each other, and they lack trust between each other. However, the two parties have reached a transaction because of the trust mechanism of the platform of sharing economy^[10]. The most important thing for the trust mechanism is the third-party organization, that is, the platform of

sharing economy which plays a role in coordinating the transactions between the two parties in the process of conducting transactions. Therefore, the platform of sharing economy must use technical means to identify the transaction behavior of the two parties so as to give a fair and impartial judgment and make the transaction between the two parties smoother. Only in this way can potential service providers participate more in the sharing economy to promote the employment rate.

4.3 Ensuring the independence of employees

Independence of employee is the most prominent feature of the employed model under the platform of sharing economy. Independence of employee can make work more flexible and ensure the advantages of the development of the sharing economy. Therefore, the characteristics of the platform of sharing economy must be guaranteed, and relevant regulations must be formulated to ensure that employees can be independent.

Under the platform of sharing economy, college students and other employees should choose the ideal time and place for employment. This is an important guarantee for employment flexibility under the entire platform of sharing economy. Employees want to choose working hours because they can arrange for reasonable time. Employees can also provide services in their spare time. In the platform of sharing economy they have their own choice of working locations. They can also choose the scope of their desired employment. For jobs beyond this range, they should also have the right to refuse. The platform of sharing economy cannot force employees to do the jobs that exceed their ideal range.

Both entry and exit of the platform of sharing economy must be completely free. Under the platform of sharing economy, anyone who meets the conditions can participate in the platform. For employees who do not have any bad behavior, they can choose to leave the company they are currently engaged in whenever they want. Therefore, it must be guaranteed that the platform of sharing economy must not use unreasonable methods to infringe on the legitimate rights and interests of employees.

4.4 Employers should change their concept of employment

First, the employer needs to change the consistent concept of employment and the biased concept of employment that emphasizes diplomas and experience. The employers should establish a correct and scientific concept of employment, putting aside the concept of regional

discrimination in employment. Not only should they recruit elites, but also they should cultivate and reserve them. Enterprise employers also need to strengthen communication with the school to understand the characteristics of the school's disciplines, and to cultivate and recruit talents through internships. And they also provide assistance for college students' employment.

5 Summary

To sum up, although the new employed method under the economic sharing model has indeed attracted a large number of employees yearning for freedom, there are still big problems and challenges in the system itself, such as employment forms, nets of welfare safety, labor outsourcing, and employed stability. If these problems cannot be resolved in a timely manner, the development of the sharing economy will be greatly hindered and will also pose a threat to the employment of college graduates. Therefore, we must adjust the quality and stability of employment. And the welfare and related protection of employees in the field of sharing economy in China. The state should also formulate relevant laws and regulations as soon as possible so as to protect the basic rights of employees and college students in the field of economic sharing.

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