

Research on Employment Problems and Countermeasures of College Graduates from the Perspective of High-quality Economic Development

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Abstract: With the continuous improvement of China's economic strength, the employment problem of college graduates is gradually highlighted. At present, the adjustment of industrial structure and the change in the demand for talent in the market cause college graduates to face severe employment pressure and seriously impact their future career development. In this regard, this paper first briefly analyzes the employment of college graduates from the perspective of high-quality economic development and then puts forward effective countermeasures for related problems to promote the smooth employment of college graduates and lay a solid foundation for their future development ^[1].

Keywords: High-quality economic development; Employment problem; Innovation strategy

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1. Analysis of the current economic development situation

At present, China's economic development has entered a new stage, from high-speed development to high-quality development direction, which is not only reflected in the slowdown of economic growth, but also reflected in China's industrial transformation and economic structure optimization. In the report of the 19th National Congress of the Communist Party of China, it was pointed out that "China's economy has shifted from the stage of high-speed growth to the stage of high-quality development." At the China Development Forum held by the Development Research Center of the State Council in 2018, it was also stressed that "China has made corresponding plans for high-quality economic development." The report to the 20th National Congress of the Communist Party of China also emphasized once again: "Accelerate the construction of a new pattern of economic development, and strive to promote high-quality economic development." In this context, China's economic development reflects a strong resilience and vitality, although the economic growth rate has gradually slowed down, but the driving force of economic development has gradually changed, from the traditional

resource-driven to the direction of innovation-driven change, scientific and technological innovation has gradually become an important force to promote economic development ^[2]. This change not only continues to promote industrial transformation and economic structure optimization, but also brings new challenges to the employment of college graduates. With the continuous development of emerging industries, such as the artificial intelligence industry and the clean energy industry, there is an urgent need for a large number of innovative and high-quality talents. As an important position of personnel training in China, universities should keep up with the trend of the era, actively respond to the call of the Party and the government, and optimize the mode of personnel training. Guided by the talent market and industrial development, while imparting students with professional knowledge and skills, they should focus on cultivating their innovative ability, practical ability, and problem-solving abilities. In this way, the employment problem of college graduates can be effectively alleviated, and a large number of high-quality talents can be provided for the development of society and industry. At the same time, governments at all levels and social institutions should also increase their support for graduates, provide more opportunities for college graduates to choose jobs and find employment through policy guidance and resource tilt so as to alleviate the problem of talent supply effectively and lay the foundation for college graduates to achieve employment successfully ^[3].

2. Analysis of employment problems of college graduates in the context of high-quality economic development

2.1. The slowdown in economic growth has led to increased employment pressure

With the gradual slowdown of China's economic growth, enterprises' demand for labor force is gradually decreasing; the number of jobs provided is also decreasing progressively and the talent market shows a state of supply is less than demand, resulting in the current employment situation being gradually grim. At the same time, with the advancement of China's education reform, the number of college graduates has increased year by year. According to Xinhua News Agency, the number of college graduates in China has increased year by year since 2000. In 2000, the number of college graduates was about 950,000. In 2010, the number of college graduates was about 7 million. In 2022, the number of college graduates in China has exceeded 10 million. There will be more than 12.22 million college graduates in China ^[4]. A large number of college graduates pour into the talent market, which seriously affects the balance of supply and demand in the talent market, resulting in the frequent occurrence of the phenomenon of unemployment after graduation. This not only has a specific impact on the future employment and development of graduates, but also brings severe challenges to the stable development of society. In addition, with the continuous development and broad application of modern technology, some traditional jobs based on human operation are being replaced by advanced technologies such as automation technology, robots, and artificial intelligence, further intensifying the competitive pressure in the market ^[5].

2.2. The transformation of industrial structure has led to changes in the demand for talent

In the context of high-quality economic development, industrial transformation and technological upgrading have gradually become important driving forces to promote social and economic development. At the same time, this has led to a gradual change in the demand for talent. With industrial transformation and technological upgrading, the automation level of traditional industries continues to improve, and the demand for talent is gradually decreasing, while some emerging industries, such as the artificial intelligence industry and the new energy industry, are in a stage of vigorous development and need a large number of high-quality talents. This has

also put greater pressure on the employment of college graduates in traditional majors. At the same time, due to the lack of timely and effective connections between the professional settings of colleges and universities and the development of industries, some students cannot find suitable jobs smoothly, resulting in structural employment problems ^[6].

2.3. The lack of college students' abilities leads to employment difficulty

In the current social background, college students generally lack the spirit of struggle and the concept of innovation. Many students lack a clear future development goal and a clear academic plan. At the same time, the desire to learn is not strong, which leads them to be at a disadvantage in the fierce competition in the talent market, thus affecting their employment ^[7]. To be specific, some college students have significant deficiencies in professional skills, communication skills, teamwork skills, etc., which makes them unable to meet the employment standards of enterprises and difficult to adapt to the complex environment of the workplace. In addition, some college students have certain problems with employment concepts. They are not willing to work hard and sweat, but also hope to get a high salary and treatment. Such contradictory employment concepts lead to various problems in career selection and employment, which, if not handled in time, will have a serious impact on their future employment and development. At the same time, it also has hidden dangers for the stability and development of society ^[8].

2.4. Uncertainty brought about by the development of new forms of employment

With the wide application of modern technology and the vigorous development of the digital industry, new employment forms, such as telecommuting, sharing economy, and freelance work, are constantly springing up, providing more opportunities and platforms for college students to find employment. However, there are many uncertainties in the development of these new employment forms. For example, unstable income, lack of social security, lack of adequate supervision, and so on, these uncertainties have also brought great challenges to the employment of college graduates. At the same time, the legal guarantee system of new employment forms is not perfect, which also increases the risk of college graduates' employment ^[9].

3. Strategies for promoting employment innovation of college graduates under the background of high-quality economic development

3.1. Policy guidance and employment support

In order to effectively promote the employment of college graduates, the government should give full play to its role, do a good job in macro-control work according to the current employment situation, formulate and introduce a series of targeted and time-effective employment assistance policies, through this way to alleviate the current significant employment problems ^[10]. First of all, the relevant government departments should strengthen the support for the employment of college graduates, and, according to the actual situation, take a variety of ways and means, such as providing venture capital, formulating tax relief policies, implementation of the "rural talent plan," through this way, stimulate the graduates' interest in innovation, for them to participate in entrepreneurial activities to lay the foundation. At the same time, in the context of the implementation of the rural revitalization strategy, actively guide college graduates to go to the rural grass-roots level to achieve rural employment, which can not only effectively alleviate the huge employment pressure in the city, but also inject new talent vitality into the development of rural economy. In addition, the relevant government departments

should strengthen the supervision of the talent market, ensure that the recruitment behavior of enterprises is legal and compliant, actively crack down on unfair competition and employment discrimination, and create a fair and transparent employment environment to promote the smooth employment of college graduates. In addition, the government should also give full play to coordination work, promote in-depth cooperation between universities and enterprises, promote information and resource sharing between universities and enterprises, enhance the core competitiveness of graduates, and lay a solid foundation for their smooth employment. Finally, the government should give full play to advanced technologies such as AI and big data, and further give full play to the role of employment assistance platforms such as the 24365 National College Student Employment Service Platform, to carry out career guidance and employment consultation services for graduates, help them understand the current employment trend and strengthen their job-hunting skills. In short, the government has laid a solid foundation for the smooth employment of college graduates by taking a variety of measures ^[11].

3.2. Education reform and personnel training

In the current employment situation, colleges and universities should keep up with the development trend of the era, advance employment work, and timely carry out career planning and employment guidance education for college students, so that they can have a deep understanding of the current employment situation, professional employment trend and industry development needs, so as to formulate effective career development plans for them. According to the actual situation of college students seeking jobs, precise employment guidance courses can be set up to pursue higher education, public examination, employment and other employment goals, and will be incorporated into the curriculum system, so that it will run through the entire study stage of students, so that they have a clear and definite understanding of the future employment direction and future development situation of the major. At the same time, various practical activities can also be held regularly, such as job-hunting lectures, simulated job fairs, career planning competitions, etc., in order to cultivate students' job-hunting skills ^[12].

In terms of professional settings, colleges and universities should conduct in-depth research on the current emerging industries, in-depth analysis of their future development trends, and adjust and optimize the professional settings according to their actual conditions to cultivate high-quality talents who are more in line with the needs of society and industry development. For example, according to the current development trend of emerging industries, colleges and universities can appropriately add majors or courses related to frontier industries such as artificial intelligence, big data and deep learning to better solve the current employment problem and meet the urgent demand for high-end talents in emerging industries. At the same time, colleges and universities should also pay attention to the cultivation of students' practical abilities and innovative abilities. They can help students apply what they have learned to solve practical problems through project cooperation and practical training, so as to strengthen their innovative ability and practical operation ability. In addition, colleges and universities should further carry out innovation and entrepreneurship education by offering innovation and entrepreneurship courses, specialized innovation integration and other ways to stimulate students' interest in entrepreneurship, cultivate their entrepreneurial ability, and cultivate more high-quality talents for society ^[13].

3.3. University-enterprise cooperation and integration of production, learning and research

Colleges and universities should carry out in-depth cooperation with relevant enterprises, build a stable cooperative relationship, coordinate the resources of both universities and enterprises, and build a collaborative education mechanism, to more effectively improve the quality of talent training and lay a solid foundation for

the smooth employment of college graduates. Colleges and universities can organize counselors and students to participate in activities such as visiting enterprises to expand jobs, to broaden students' horizons and strengthen their cognition. At the same time, colleges and universities can further cooperate with enterprises to form a group composed of professional teachers, education majors and outstanding personnel from enterprises to jointly participate in the compilation of professional textbooks, innovation of course content, construction of practice bases, and cooperation in scientific research projects, to realize the deep integration of professional teaching, research and industry. This kind of school-enterprise cooperation mode can not only effectively cultivate students' practical ability, innovation ability and problem-solving ability, but also select outstanding talents for enterprises in advance, effectively alleviate their recruitment problems, and lay a solid foundation for promoting local economic development. For example, colleges and universities can cooperate in-depth with pharmaceutical enterprises. Under the framework of collaborative education, both schools and enterprises can jointly participate in the construction of a pharmaceutical curriculum system, design and develop loose-leaf, digital and workbook-type professional textbooks, and flexibly integrate real cases of enterprises into them, to improve the pertinence and effectiveness of course teaching. At the same time, outstanding talents in enterprises regularly go to colleges and universities to give special lectures and share their valuable work experience with students, to strengthen students' cognition and improve their practical ability more effectively. At the same time, both schools and enterprises can also carry out practical project research activities, such as pharmaceutical companies to recruit marketing talents; both schools and enterprises can set up special marketing talent training camps, and guide students to participate in it, through this way, not only can effectively improve the professional quality of students, but also lay a solid foundation for enterprises to select and employ ^[14].

3.4. Strengthen employment psychological counseling and ideological and political education

In the current social background, college graduates often face various problems and challenges in the process of job hunting, and they may have psychological barriers such as anxiety, confusion, and frustration. To slow down the employment pressure on them and eliminate their psychological barriers, colleges and universities should strengthen employment psychological counseling and ideological and political education, so that they can treat various challenges in the employment process with a correct and healthy attitude, and establish correct ideas and value cognition, to provide help for their future employment and development.

4. Conclusion

In conclusion, in the context of current times, college graduates are facing severe employment situations. In this regard, colleges and universities, the government and relevant social organizations should take various ways and means to help them better cope with various challenges and lay a solid foundation for their smooth realization of employment ^[15].

Disclosure statement

The author declares no conflict of interest.

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