

Exploration on Building a Part-Time Job Platform for College Students: Taking Xi'an Medical College as An Example

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Abstract: With the rapid development of the economy and the continuous progress of society, the competition for talents is becoming more and more intense, and the employment pressure of college students is increasing sharply. More and more college students are choosing to do part-time jobs while studying to improve their communication and hands-on skills and lay a solid foundation for future employment. However, due to the people with malicious intents, the part-time job market has become a mess, and cheating, skimming, trafficking have occurred from time to time, which are a great threat to the students' safety. Besides, the enthusiasm of college students towards their part-time jobs will also be affected. This article is based on the innovation and entrepreneurship project, "Blueberry Part-time Job," for college students at Xi'an Medical University, which provides a reference for the regularization of part-time jobs for college students and the construction of a part-time job platform for college students.

Keywords: College students; Campus part-time job; Platform construction; Formal

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1. Background

According to a survey, after the pandemic ended, about 70 % of college students were willing to do part-time jobs, but only 20% of college students were engaged in part-time jobs^[1,2]. Through the statistics of this project, it was found that most of the college students who were willing to engage in part-time jobs but have never done part-time jobs were because they do not trust part-time jobs platforms or that they could not find suitable part-time jobs. However, some college students who had participated in part-time work were deceived and they did not know how to protect their rights. As a result, they let go of the issue and become less enthusiastic about their part-time work. From the perspective of social market demand, part-time jobs are beneficial to both college students and employers. With the penetration of Internet+ into all walks of life, employers and college students generally have a high degree of acceptance of the Internet and are very interested in and willing to use emerging Internet platforms^[3]. Therefore, it is imminent to build a part-time job platform that is standardized and trusted.

2. The status quo of part-time jobs for college students

2.1. Information mismatch between supply and demand

Through an investigation of the students of Xi'an Medical College and the surrounding universities and various part-time recruitment platforms and employers in Xi'an, it was found that just the college students

of more than 1,000 part-time jobs are needed for Weiyang Campus of Xi'an Medical College every day. Employers that were investigated needed more than 30 part-time workers per day on average, which is more than enough to satisfy the demands for part-time jobs college students. However, there is still a situation where students cannot find part-time jobs and employers cannot find employees. This is because on one hand, there are few ways for college students to obtain information about part-time jobs, and the authenticity of part-time information is only about 50%. College students are not good at discerning this information, and college students with part-time ideas and needs do not have a credible way to obtain proper information. On the other hand, the employer has no effective and direct way to release part-time job information to the employees. Employers can choose to market their jobs through the so-called “intermediary,” but the commission is too high, which exceeds the value created by the part-time job itself, so they give up, resulting in difficulties for employers who really need part-timers.

2.2. Limited methods of job seeking and head-hunting

A survey found that only a small number of students participated in part-time jobs through direct recruitment by employers and introductions from friends. Most students obtained part-time job information through QQ, WeChat part-time job groups, and online part-time job platforms. Nearly half of the students responded that they could not get a part-time job, or that they were relieved by the agency or the employer after getting a part-time job. Sometimes, the actual job scope was inconsistent with the recruitment information or even violated the life and property safety of college students and national information security [2,4,5].

Employers usually rely on the referral of individuals or intermediary companies without formal procedures to obtain human resources, which often consumes a lot of manpower and financial and material resources, and it is difficult to find a suitable candidate. Besides, there is no formal contract between part-time workers and employers, so in some cases, the employee fails to complete the work as agreed, or the employer is unwilling to provide safety training and personal insurance, which are not conducive to the protection of the rights and interests of both parties [6].

Therefore, providing college students with a high-quality, convenient, safe, and reliable part-time job service, and creating an efficient link between employers and part-time college students, and building a standardized part-time job platform has a broad market prospect.

3. Social part-time job platforms

At present, the part-time job platform for college students has become a market full of opportunities and challenges. With the advancement and development of Internet technology, more and more platforms have emerged: undergraduate entrepreneurs providing college students with part-time jobs, Part-time Cats, and so on. These platforms continue to innovate business models, improve platform user experience, and strive to stand out in the fierce market competition [5-9]. However, there are some problems in these platforms.

Through an investigation of the part-time job platforms around Xi'an Medical University and the part-time job apps, it was found that most of the platforms on the market are owned by intermediary companies and are only used for salary payment, while the part-time job information is still disseminated through QQ accounts created by intermediary companies, WeChat groups, lower-level agents, part-time job groups, etc. After subcontracting layer by layer, part-time college students often end up receiving less than 2/3 of the salary paid by the employer [10, 11]. In addition, there are huge hidden dangers in the part-time college students. Because employers recruit personnel through outsourcing companies and there is no paper employment contract, it is often difficult for college students to protect their rights when their life and property safety is violated; most of the part-time apps have little reviews. As a result, it is difficult to distinguish whether information uploaded is true or false, and part-time college students often get scammed.

Some overseas institutions even take advantage of the lack of social experience of college students to lure college students to participate in illegal and criminal activities with high salaries and low-intensity jobs, which will have a certain impact on the future development of college students, and even endanger social security, life and property safety of college students, and national information security^[8,12]. Therefore, it is necessary to build a standardized and professional part-time job service platform for college students.

4. Platform business philosophy

“Blueberry Part-Time Job” is a platform integrating online recruitment information release, online registration, offline work, and salary payment. Employers only need to post job requirements, estimated working hours, work location, salary, and other information on the platform. In addition, the platform will determine the priority of new information released by employers based on the reviews of students who have worked at the establishment, so that other students can obtain more personalized part-time job information. The students will not be charged any fees, no additional fees will be charged to the employer except for a small amount of intermediary fees. Besides, there will also be no disguised charging methods such as VIP member fee on the platform. In addition, the platform provides legal assistance for both parties, protects the legitimate rights and interests of both parties, and creates a safe and reliable part-time job environment.

5. Platform operation method

Blueberry Part-time Job is operated by the a team and college representatives, college students and employers, and some intermediary companies with good credits. The recruitment information will be released by the employer or intermediary company, and the college students will sign up online, sign in and work online or offline. The students will be selected by a two-way scoring system^[12-14]. At the same time, in order to avoid fake reviews, real-name authentication is needed, and manual authentication is done by the operators from time to time, thus promoting a virtuous circle in the part-time job market. The participation of school representatives has also greatly improved the trust of college students in the part-time job platform. The injection of the petty cash by the platform also prevents college students from earning nothing due to employers or intermediary companies not paying them, therefore college students can be guaranteed to have a legal income. The profit model of the platform mainly includes commission fee, advertising income, activity sponsorship, enrollment commission and so on.

6. Platform content

6.1. Student platform service design

After the students contact the platform, they will come to the real-name authentication interface. After passing the real-name authentication, they will bind the student’s “Zhima reputation points” to the receiving account, and students will get 100 initial credit points, and upon that, they start looking for part-time jobs. Part-time jobs are prioritized according to the reputation and reviews of the employer and intermediary company. After the student’s part-time job ends, the employer can transfer the money to the student’s receiving account through the platform. If the employer fails to pay the student for more than three days, the student will be paid by the platform’s reserve fund upon verification. If a huge amount of salary is involved, the issue will be reported to the Public Security Bureau.

6.1.1. Home page design

The home page presents the core information of the platform in a clear, concise, and good way, including part-time job information in different places, high-quality merchants recommended by the platform, and the advantages and characteristics of the platform, etc., so as to attract college students^[15].

6.1.2. Part-time job information display page design

In the part-time job information display page, the information of the part-time job is provided in detail, including key information such as job nature, working hours, working location, salary, etc., and personalized tags are designed to facilitate users to search and filter.

6.1.3. Business information display page design

The information display page presents key information such as the size of the business, products or services in a clear and concise way, so that college students can better understand them.

6.1.4. Search and filter page design

The search and filter page is simple and easy to use where users can filter out part-time job information that meets their own conditions.

6.1.5. User registration and login page design

The design of the registration and login page is simple and clear, and at the same time, some short instructions are provided to help users complete related operations.

6.1.6. Order management page design

The order management page should have a clear and concise design, and is easily operated. Users can check the part-time job information they have applied for and the application status on the page.

6.1.7. Personal information management page design

The personal information page allows users to modify their personal information, and the information is well-organized, so that users can view their own evaluation and corresponding feedback.

6.2. Employer platform service design

Employers also need to undergo real-name authentication and they would also need to provide additional documents such as a business license to obtain 100 initial reputation points. After posting the recruitment information, it is necessary to attach job training and safety training outlines and pay a security deposit to the platform. In addition, employers can view the information of college students who intend to work part-time and choose whether to hire them according to the job requirements. There are also several design requirements for the employer platform service design.

6.2.1. User-friendliness

The employer service platform has a simple, understandable, and easy-to-operate interface design, which can help merchants complete relevant operations quickly through a few clicks and steps.

6.2.2. Diversified services

The employer service platform includes a variety of service types, including part-time job information release, job applicant screening, salary settlement, employee management, and other services.

6.2.3. Security guarantee

The employer service platform needs to have high security measures to ensure that the part-time job information uploaded on the platform will not be leaked, and it is also necessary to ensure the privacy of job seekers ^[16,17].

6.2.4. Data analysis function

The employer service platform needs has a data analysis function and can put forward suggestions and optimization plans based on the data analysis results of merchants and employees, so as to further improve work efficiency and service quality.

6.2.5. Customization

The employer service platform can be customized according to the needs of merchants to provide more considerate and flexible services.

6.2.6. Good service experience

The employer service platform needs to establish a comprehensive customer service system to provide merchants with high-quality and efficient service experience in order to gain the trust and support of merchants.

6.2.7. Timely communication

The employer service platform needs to establish instant communication channels to facilitate communication between employers and platform operators, so as to ensure timely resolution of problems and feedback.

Through the realization of the above design requirements, high-quality and efficient services can be provided for merchants, and the competitiveness and market position of the part-time job platform for college students will be improved.

6.3. Two-way scoring system

Two-way scoring is the most important part to reflect the reputation of both the supply and demand sides, and it is an intuitive manifestation of the competitiveness of both parties. After the student's part-time job is over, the student and the employer can rate each other and adopt the star scoring method. As a result, students with more stars will have better part-time job opportunities, and employers with more stars can be prioritized in the display page. If the student is late, absent from work, or has any misconduct, the employer can deduct the student's credit score in addition to giving a low star score. Students with credit scores that are too low will be prohibited from entering the platform, and the record of keeping promises can increase the credit score by a small amount. On the other hand, in the case of wage deduction, beating and scolding of employees, students can deduct the credit score of the employer and apply for compensation at the same time, in addition to giving low star ratings. Employers with low credit scores will be prohibited from entering the platform, and their deposit will not be refunded. The employer can only apply to restore a certain percentage of deducted credit points after obtaining the student's permission. In order to prevent the operator from tampering with the scores, the login password of the two-way scoring system are saved by the project responsible team and the school representative, respectively, and are only logged in during system maintenance.

6.4. Grievance service

Appeal services are provided in the event of conflicts and disputes between the two parties. The appeals are handled by the project team in terms of customer service, legal services will be provided by professional lawyers, and preliminary negotiation and mediation will be conducted between the two parties. In the event that negotiation and mediation fail, the complaint customer service can guide the victim to go to the relevant government department to seek a solution, and lawyers can provide legal consulting services. In the case of criminal cases, the complaint customer service will choose to call the police and actively provide relevant

evidence and clues [18-20].

7. Prospects

The development prospect of the part-time job platform for college students is very broad. With the progress and development of society, people's living standards continue to improve, and the demand for part-time jobs is also increasing. For college students, they need a job that can improve their communication, hands-on abilities, personal qualities, and financial income. Therefore, part-time jobs are the most suitable way to meet their needs at the university stage.

In the future, with the development of Internet technology, the market space of part-time job platform for college students will continue to expand. By building a comprehensive network platform, more part-time job information and opportunities can be provided for college students, and the process of recruiting and hiring can be simplified, and work efficiency and management level can be improved. At the same time, the part-time job platform for college students can also provide more flexible and high-quality labor resources for enterprises, reduce enterprise costs and risks, and improve enterprise competitiveness. This will also promote the development of the employment market for college students by providing more employment opportunities and economic contributions to society [14].

According to our project operation, we found that a formal and professional college student part-time job platform has good market prospects and social influence. The Blueberry Part-Time Job built by us serves the college students of Xi'an Medical University and some excellent units and companies in Xi'an. The project has been highly recognized since its operation, and employers and college students are able to develop and progress together. After the market research in the early stage of the project, it was found that although there are many part-time job platforms in this city, fake platforms account for a large proportion, and the high-quality platforms are less known, and often only have the function of paying wages. A large amount of part-time job information is released through part-time job group chats, and the credibility is not high. The multi-party intervention and two-way scoring operation model of this project has great advantages in terms of ensuring credibility. It not only saves manpower, material and financial resources for employers, but also provides safe and reliable part-time jobs for college students. Therefore, it has great potential for future development.

8. Conclusion

With the end of the three-year pandemic, more and more college students have stepped into society. Part-time jobs for college students has always been available, but solutions are needed for the problems in these jobs. The establishment and development of the platform requires the joint efforts of the country, society, enterprises, and college students, so that they can work together to promote the process of talent training, improve the employment of college students, and contribute to corporate recruitment.

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