

The Difficulties and Countermeasures of College Students' High-quality Employment

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Abstract: Employment is the foremost concern for people's livelihood. Promoting high-quality employment for college students, addressing structural employment contradictions, and facilitating college graduates to realize their self-worth through successful employment have become urgent issues to be addressed. This article reviews the current research status of high-quality employment for college students, summarizes the challenges posed by new business forms on graduate employment. It proposes specific countermeasures such as implementing targeted policies to provide employment services, integrating general and specialized education to optimize the structure of employability, and empowering high-quality employment through digitalization. This article provides references to help college students achieve high-quality employment.

Keywords: High-quality employment, Universities, College students

1. Introduction

College graduate employment stands as a pivotal issue impacting social stability and economic development, representing the most significant livelihood project that affects millions of families' daily lives. In recent years, the number of university graduates has continued to grow, reaching 12.22 million by 2025^[1], marking an increase of 430,000 compared to the previous year and a 39.82% rise from five years ago. The competition and challenges in job hunting have intensified. At present, the economic growth slows down and the development of artificial intelligence and other emerging industries lead to new problems and characteristics of employment. Slow employment and structural unemployment will exist for a long time. How to eliminate the current difficulties in employment and promote the high-quality employment of college students through measures is the key problem discussed in this paper.

2. Development and Research on High-quality Employment of College Students

2.1 The connotation of high-Quality employment for college students

The report to the 20th National Congress of the Communist Party of China explicitly states: "Strengthen employment priority policies, improve employment promotion mechanisms, and promote high-quality and full employment"^[2]. Macroscopically, high-quality employment refers to the rational matching of personnel and positions, where the knowledge and skills acquired by students can be fully utilized in their roles, and the types and numbers of graduates largely align with job market demands. Microscopically, high-quality employment for graduates manifests in three aspects: first, achieving expected income in their positions; second, having clear career advancement opportunities or favorable industry prospects; and third, enjoying stable and favorable working environments^[3]. From an employment policy standpoint, high-quality employment requires graduates at different levels to fully utilize employment policies and choose policy-oriented positions that match their qualifications. Examples include civil servant selection programs. Students can gain in-depth understanding of policy content, and choose employment fields that suit their aptitudes and

strengths.

2.2 The core value of high-quality employment for college students

The continuous advancement of high-quality employment will reduce structural employment contradictions. For instance, the "ICT College" jointly established by Shenzhen Polytechnic University and Huawei features Electronic Information Engineering Technology and Artificial Intelligence Technology Application as the core directions of Huawei's order-based classes. According to recent employment data, over half of graduates from related majors have secured positions with Huawei and its ecosystem enterprises, achieving precise employment in high-skilled roles. High-quality employment is a core driver of economic growth. It signifies the efficient matching of labor resources with production factors and improved alignment between employment and majors. High-quality employment is an intrinsic need for promoting common prosperity across society. High-quality employment steadily increases the income of low-income groups, and mutually enhances personal growth with industrial development, thereby strengthening college students' sense of fulfillment.

2.3 Research on high-quality employment for college students

Recognizing the importance of promoting high-quality employment for college students, multiple scholars have proposed their research perspectives. Rui Cao suggested adjusting university curriculum structures, establishing precise employment mechanisms. Zuo Zhang Li proposed that digital technologies provide students with more choices and conveniences, stimulating their innovative potential, driving personal career planning, and improving employment efficiency. Qiheng Shi and others suggested that current guaranteed employment targets are evolving toward diversified and innovative goals such as "flexible employment" which impose new requirements on the supply-demand relationship in higher education. Meicheng Wen and colleagues proposed building a "full-chain" high-quality employment service system for college graduates. Based on previous research, this article will delve into detailed issues.

3. The Difficulties of Promoting the High-quality Employment of College Students

3.1 The rise of new business models is reshaping college graduates' employment landscape

As AI continues to advance, it gives rise to innovative sectors like AI career coaches and platform-based economies. Traditional jobs are being replaced by AI-powered models, with highly automated production environments requiring fewer workers. The richness of careers, and the diversity of work scenarios have presented a refreshing perspective to graduates. However, there is significant competition for ideal job positions, with some traditional employment roles being replaced by AI and the number of such positions continuously decreasing. New employment fields and emerging roles also pose challenges for newly graduated students who are finding it difficult to adapt.

3.2 The adaptive shifts in industry demands have highlighted structural employment contradictions

With economic growth slowing, many enterprises are restructuring industries to maintain stable development through reduced labor costs. This has led to large-scale layoffs, as evidenced by reports of a new automotive brand cutting over 5,000 jobs in 2025. While corporate strategy adjustments and major decisions are normal measures to adapt to economic uncertainties, the worsening job market has significantly intensified employment difficulties for college graduates. As companies adjust their strategies, industrial restructuring and transformation have prompted adaptive changes in job positions and hiring standards. This places new demands on graduates' qualifications, making it harder for those with skills already out of sync with market needs to find suitable roles quickly.

3.3 The absence of employment guidance and services in the job-seeking process of students

Through employment guidance and services, graduates can grasp the time nodes of job interviews, pay attention to the holding time of autumn and spring recruitment each year, as well as the recruitment content. Universities should remind graduates of etiquette issues during the interview process and tailor their resumes accordingly. However, many

universities have not clarified who will undertake this work on a long-term basis, lacking a systematic employment service. Relevant departments in universities are in a passive response state to students' demands, lacking active understanding and care for students; employment services remain traditional and experience-driven, failing to make good use of digital technology and platforms. Employment services need to gradually transform and upgrade.

4. Countermeasures to Promote High-Quality Employment for College Students

4.1 Targeted Employment Services Through Categorized Strategies

Universities should address current graduate employment challenges by providing tailored career guidance programs for graduating students. These initiatives enable graduating students to gain insights into past employment trends and build a comprehensive understanding of the job market before formal job searches begin. Psychological interventions can be implemented to alleviate graduates' psychological stress, and encourage them not to fear the various challenges encountered during the job-seeking process. On the other hand, psychological counseling can help graduates set realistic job expectations, taking into account the actual employment needs of enterprises and the actual benefits of various positions, and scientifically and reasonably plan their job-seeking goals. Employment service personnel should actively guide graduates to align their job-seeking goals with their personal strengths and align with societal needs, encouraging them to choose positions that can leverage their strengths and abilities, fully demonstrate their value, and contribute to the collective.

4.2 Integrated general and specialized education optimizes employment competency structures

General education, characterized by its interdisciplinary and comprehensive nature, breaks down professional barriers, promotes students' all-round development, enhances adaptability, and strengthens civic awareness and responsibility. Specialized education equips students with domain-specific knowledge and skills through systematic, professional courses and training, focusing intensely on a particular discipline. This approach enables students to enhance their comprehensive qualities while acquiring professional knowledge, achieving a more balanced employment capability. Students not only possess strong professional skills but also excel in communication, expression, teamwork, and collaboration. This prepares college students to excel in diverse industry roles, injecting new momentum into high-quality employment.

4.3 Enhancing digitalization in university employment services

In 2024, the Ministry of Human Resources and Social Security and other departments released the "Action Plan for Accelerating Digital Talent Cultivation to Support Digital Economy Development"^[4], explicitly proposing to "stimulate innovation and entrepreneurship vitality among digital talents". Digital technologies provide graduates with enhanced information retrieval capabilities. Universities and students should actively embrace digital technologies. By leveraging digital platforms, institutions can conduct comprehensive screening of current employers, determine core recruitment criteria for each position, and match graduates with suitable roles through real-time job information dissemination. The application of digital technologies allows students to quickly gain in-depth insights into desired positions, including understanding work environments, target demographics, enabling them to make informed decisions before considering different companies or roles. Digital technologies can stimulate graduates' innovative capabilities, while the widespread adoption of digital platforms exposes students to cutting-edge technologies and products. Through new platforms or digital simulation scenarios, students can experiment with innovations, breaking free from traditional methods and mindsets. This approach enhances job-seeking efficiency, making it easier for students to secure positions that meet their expectations.

References

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