

Research on Employment Bottlenecks and Countermeasures for Graduates with Employment Difficulties in Traditional Chinese Medicine Majors

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Abstract: Traditional Chinese Medicine is a great creation of the Chinese nation and a treasure of ancient Chinese science. Inheritance is the foundation of the development of traditional Chinese medicine, and innovation is the driving force behind its development. As a result, graduates from traditional Chinese medicine universities are constantly receiving attention from the country and the public. However, due to the influence of the overall environment, graduates from traditional Chinese medicine universities are also facing significant employment difficulties. Taking the current situation of employment difficulties for graduates from traditional Chinese medicine universities as the main thread, this study conducts social surveys to demonstrate and propose relevant countermeasures. To solve the problem of employment difficulties for graduates from traditional Chinese medicine universities, schools should adopt the work philosophy of "strengthening the three consciousnesses, strengthening the three connections, and achieving the three improvements", align the college's employment guidance work with talent training goals, industry needs, and graduate career development goals, and promote high-quality employment for graduates.

Keywords: traditional Chinese medicine majors, difficulties in finding employment, bottleneck, countermeasures

Introduction

It shows a strong determination to develop the revitalization and development of the Chinese medicine industry. In recent years, China has attached great importance to the construction of traditional Chinese medicine talents, and the "14th Five-Year Plan" for the Development of Traditional Chinese Medicine talents shows that the Party and the government are committed to promoting the construction of traditional Chinese medicine talents. To sum up, building a team of high-quality Chinese medicine talents has become the general trend of our country's medical innovation and development. The primary purpose of improving the number and quality of talents is to solve the employment difficulties of TCM college graduates, so that the TCM culture can be inherited and developed steadily.

Focusing on the employment difficulties in TCM colleges and universities, domestic scholars have published many basic theoretical studies on employment. Li Qiang analyzed that the key factors affecting the employment quality of TCM graduates are four aspects: policy, society, school and graduates themselves, and emphasized the positive significance of the employment development direction of TCM college students, actively improving vocational ability and strengthening employment guidance for TCM talents training plan^[1]. Gao Sihua put forward the new era background of the development

of TCM higher education and the opportunities and challenges faced by TCM in the reform of talent training mode. He believes that the ideal goal of the development of TCM higher education in the new era to highlight the characteristics of TCM is to improve the educational level^[2]. Zhang Boli analyzed the employment situation of students in Chinese traditional medicine colleges and universities and concluded that it is necessary to set up employment positions according to the actual situation, constantly improve the employment and entrepreneurship policy guarantee and social service system in Chinese traditional medicine colleges and universities, and establish and improve the long-term mechanism for the employment of Chinese medicine graduates^[3].

As for the research on the employment of college students of Chinese medicine, overall, they can fully understand the problems faced by students of Chinese medicine majors in employment, which can provide a good reference for the latter investigation, but because the investigation is not thorough and in-depth, the research problem is one-sided. Combining the former review theory and practice, this paper makes a comprehensive analysis of the employment problem of students majoring in traditional Chinese medicine and puts forward more targeted policies, which will promote the solution of the employment problem of students majoring in traditional Chinese medicine and promote the implementation of the revitalization plan of traditional Chinese medicine.

2. The current employment bottleneck of graduates with employment difficulties in traditional Chinese medicine majors

2.1 Schools do not pay enough attention to career guidance, and their rights and responsibilities are unclear

Different schools attach great importance to the employment guidance work of their own schools. The lack of attention is mainly reflected in the following two aspects: First, the teachers of traditional Chinese medicine are not fully equipped and the teachers are relatively weak. Although most colleges and universities have set up employment guidance departments and organized and set up centralized teaching, research and teaching of employment guidance courses on the basis of departments, there is still a vacancy in the allocation of employment guidance teachers for TCM majors^[4]. Second, insufficient funding. For a long time, Chinese medicine graduates to enterprises is the main channel. If there is a lack of investment funds, there will not be too much special funds for promotion, such as the supply and demand exchange meeting of university enterprises, the exchange meeting of alumni and enterprise experts, and the employment promotion meeting of graduates^[5].

2.2 The concept of employment is backward and the structural contradictions are prominent

From the perspective of students' job-hunting intentions in recent years, graduates of traditional Chinese medicine majors prefer institutions within the system such as government agencies, hospitals and research institutes. The employment concept of college students is still influenced by their parents, and more of them stay in the stability, believing that civil servants, public institutions and scientific research institutes are golden rice bowls, and most TCM graduates hope to work in such institutions^[6]. However, with the overall adjustment of the national medical policy, the above units have different degrees of staff reduction and efficiency and institutional consolidation, and the positions are very limited, so the difficulty of employment increases accordingly.

2.3 Unclear employment goals and inadequate preparation for employment

From the perspective of the direction of Chinese medicine graduates, they can be roughly divided into three situations: applying for jobs in enterprises, taking the entrance examination for postgraduate studies, and taking the civil service examination^[7]. Therefore, it is particularly important to identify the target as early as possible and make relevant preparations. However, in the actual work, we found that Chinese medicine students are very vague about the employment goal, and naturally there is no relevant preparation. If it is to work first and take the postgraduate entrance exam first, many students hesitate, thus missing the best time and opportunity to apply; Although some students decide to find a job, the

specific kind of unit (outside the province or within the province, production or sales posts, etc.) is not clear. It can be seen that college students majoring in Chinese medicine are very lacking in social experience and can not accurately understand the social employment environment. They have high expectations for the jobs they want to find and blindly pursue enterprises with excellent conditions in all aspects.

3. To solve the employment difficulties of traditional Chinese medicine graduates' employment status countermeasures

3.1 Strengthening the sense of responsibility and taking multiple measures to expand employment channels

Raise position, compaction responsibility. In addition to fully mobilizing the enthusiasm of the counselors in the student Affairs Office of the College, it is also necessary to incorporate the professional teachers, interns and graduate supervisors of all departments into the student internship and employment work system, assume different responsibilities, grasp the implementation at various levels, constantly improve the effectiveness and significance of employment work, and form a good atmosphere of "mobilization of the whole school, participation of all staff, and going all out" in employment work.

With the special action of "visiting enterprises to expand jobs and promote employment" as the starting point, graduates can achieve "zero-distance employment". Under the leadership of the secretary and the president, vigorously promote special actions, firmly carry out the "100-day sprint" series of activities of the employment promotion week, further deepen the cooperation model of "going out, please come in, deep cooperation", and realize the benign interaction of production, learning and research and the win-win situation of "school, enterprise and student".

3.2 Enhancing teachers' talent training ability

Strengthen the construction of TCM employment guidance courses, and comprehensively improve the employment management services and research level of TCM teachers. Due to the many and complicated affairs of graduates, the employment work faced by graduating class counselors mostly stays at the affairs level, which can not fully meet the guidance and consultation needs of TCM students in the whole process of career development. Therefore, it is necessary to actively build a team of employment and entrepreneurship teachers inside and outside the school, select counselors to participate in the online training of basic employment guidance organized by the school, carry out targeted practical research on employment and entrepreneurship topics, improve the professional level of traditional Chinese medicine teachers, and form a new force for employment work.

Establish a good employment ledger and provide accurate pair assistance. According to the unified work deployment of the school, the regular meeting system of "one person, one policy" and "one week research and judgment" is adopted. The counselors conduct in-depth research on the employment status of graduates, and timely grasp the ideological dynamics and employment status of TCM students by conducting a preliminary investigation on the employment intentions and needs of TCM graduates, and provide classified guidance and pairing assistance to TCM graduates.

3.3 Strengthening quality awareness and enhancing the core competitiveness of graduates

Take the initiative to connect with the industry, promote the construction of modern industrial colleges, deepen the integration of production and education, actively explore a new model of serving society, school-enterprise cooperation and collaborative education, and increase students' internship practice and employment and entrepreneurship opportunities.

In the face of traditional Chinese medicine employment difficulties, students should plan ahead, make precise efforts, strengthen the responsibility of education, strengthen employment services, expand employment channels, so that employment guidance work is relative to the goal of talent training, relative to the demand of the industry, relative to the career development goal of graduates, and promote high-quality employment of graduates.

Fund projects

This paper is derived from the research results of the project: Guangdong Pharmaceutical University Higher Education Research Special Project: Research on the Inheritance and Innovation Path of Traditional Chinese Medicine Culture from the Perspective of Aesthetic Education (GJZ202303); 2024 Guangdong Provincial Science and Technology Innovation Strategy Special Fund (Science and Technology Innovation Cultivation for College Students):Exploration of the path of traditional Chinese medicine culture education from the perspective of the integration of five educations (pdjh2024b211).

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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