

A Study on the High-quality Employment Promotion Mechanism for College Graduates in Nanchong City

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Abstract: *The increasingly fierce international competition, changes in the economic environment, and the digital and intelligent transformation of the industrial chain have a profound impact on the high-quality and full employment of college graduates in Nanchong. To promote the high-quality employment of college graduates in Nanchong, it is necessary to analyze the current main factors affecting their high-quality employment, and then start from five dimensions: employment increment, employment quality improvement, employment information symmetry, employment "person-job matching", and employment risk prevention. Based on this, a logical mechanism for promoting the high-quality employment of college graduates in Nanchong can be constructed.*

Keywords: College graduates; High-quality employment; Employment promotion mechanism; Influencing factors.

1. INTRODUCTION

In his speech at the 14th collective study session of the 20th Central Political Bureau, General Secretary Xi Jinping emphasized that "employment is the most basic livelihood, related to the vital interests of the people, related to the healthy development of the economy and society, and related to the long-term stability of the country. Our party has always attached great importance to this." The Third Plenary Session of the 20th Central Committee made "improving the employment system" the overall goal of further comprehensive deepening reform, and proposed to improve the system of guaranteeing and improving people's livelihood, and to establish a mechanism for promoting high-quality and full employment. The "Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Employment Priority Strategy to Promote High Quality and Full Employment" released in September 2024 pointed out that "high-quality and full employment should be regarded as a priority goal for economic and social development and included in the national economic and social development plan". The sixth plenary session of the 12th CPC Sichuan Provincial Committee also pointed out that we should deepen the reform of the employment and income distribution system and form a large employment pattern. The "Several Policy Measures for Further Stabilizing and Expanding Employment" issued by the provincial government requires ensuring the overall stability of employment in the province and proposes 20 specific measures. The 11th Plenary Session of the 7th CPC Nanchong Municipal Committee also proposed to improve the mechanism for promoting high-quality and full employment. Therefore, starting from the high-quality employment of college graduates in Nanchong City, studying its promotion mechanism is of great significance for implementing the national and provincial employment priority strategy and promoting the high-quality development of Nanchong City.

2. THE IMPORTANCE OF ESTABLISHING A SOUND EMPLOYMENT PROMOTION MECHANISM

2.1 Establishing a Sound Employment Promotion Mechanism and Achieving High-quality Employment for College Graduates is an Inherent Requirement for Promoting the High-quality Development of Nanchong City and Comprehensively Building a Socialist Modernized Nanchong

The increasingly fierce international competition, changes in the economic environment, and the digital transformation of industries have a profound impact on the high-quality employment of college graduates. Specifically, economic development faces significant downside risks, resulting in a reduction in the number and quality of job opportunities. On the other hand, talent is the most important resource for urban development, the fundamental guarantee for the vitality of cities, and the determining factor for the comprehensive construction of socialist modernized cities. Therefore, the Nanchong Municipal Government should proactively improve the employment promotion mechanism, attract more talents to retain employment and entrepreneurship in Nanchong,

and promote high-quality development of Nanchong City through talent resources.

2.2 Establishing a Sound Employment Promotion Mechanism and Achieving High-quality Employment for College Graduates is an Important Foundation for Practicing the People-centered Development Concept and Solidly Promoting Common Prosperity

Employment is the most basic livelihood, the carrier for the people to live a better life, and the prerequisite for promoting common prosperity. The CPC is a political party representing the fundamental interests of the overwhelming majority of the Chinese people. Therefore, improving the employment promotion mechanism and achieving full employment of college graduates with high quality is a concrete manifestation of the Nanchong Party Committee and the government's practice of the people centered development idea.

2.3 Establishing a Sound Employment Promotion Mechanism and Achieving High-quality Employment for College Graduates is an Inevitable Choice to Enhance the Adaptability of Employment Work in Nanchong City

Liberating the mind, seeking truth from facts, keeping pace with the times, and seeking truth from facts are the worldview and methodology of Marxism. Under the guidance of this worldview and methodology, from multiple dimensions including government, enterprise, university, teacher, and college graduates, as well as employment policies, employment guidance, employment markets, employment services, and employment evaluation, this study analyzes the main factors that affect high-quality employment for college graduates. It is beneficial to clarify the key and difficult points of employment work in Nanchong City and enhance the adaptability of employment work in Nanchong City.

3. THE MAIN FACTORS CURRENTLY AFFECTING THE HIGH-QUALITY EMPLOYMENT OF COLLEGE GRADUATES IN NANCHONG CITY

3.1 Factors Influencing the Main Body of Employment Work

Firstly, the employment promotion policies, systems, and mechanisms formulated by the government will have a positive impact on the high-quality employment of college graduates. Specifically, it is manifested in the development and maintenance of policy oriented and public welfare employment positions. For example, the government supports universities and other public institutions to develop new positions such as student aid, management assistance, and research assistance, providing high-quality employment opportunities that match the job requirements for graduates who want to stay and work in universities. Secondly, the employment environment, working environment, career development environment, corporate image, and reputation provided by enterprises have a positive impact on the high-quality employment of college graduates. The specific manifestation is the sense of achievement of prospective employees or employees in employment, their identification with the unit environment, and their sense of belonging. Thirdly, the talent growth environment provided by universities, the depth of industry education integration, the quality of educational resources, the image and reputation of universities have a positive impact on the high-quality employment of college graduates. The specific manifestation is that the talent training plan meets the ability and quality requirements of the employer for talents, the talent training ability meets the requirements of the enterprise and the position, and the talent training effect adapts to the needs of the employer and students. Fourthly, the knowledge and ability level, ideological and moral level, as well as the image and reputation of teachers themselves, and the knowledge imparting, skill cultivation, and comprehensive quality shaping provided on this basis, have a positive impact on the high-quality employment of college graduates. Specifically, the high moral, technical, insightful, and intelligent qualities of teachers have been recognized by industry enterprises. The fifth is that the self-reliance, self-confidence, personal character, representative works, personal image, and reputation of graduates themselves have a positive impact on the high-quality employment of college graduates.

3.2 Factors Affecting Employment and Work Processes

One is the impact of employment policies on the high-quality employment of college graduates. The policy-making body should conduct investigations and research on all employment stakeholders in accordance with the principle of seeking truth from facts, and the employment promotion policies formulated through a comprehensive approach should conform to the laws of employment. The second is the impact of employment guidance on high-quality employment for college graduates. A significant indicator of high-quality employment

for college graduates is job matching, which means that their comprehensive abilities and qualities meet the comprehensive requirements of the job position. For the vast majority of college graduates, their understanding of themselves and their positions is not sufficient. To solve this problem, employment guidance has become a necessary means and main carrier to achieve job matching. Scientific employment guidance can help students adjust their employment concepts, goals, regions, and methods in a scientific manner, thereby achieving targeted and high-quality employment for graduates. The third is the impact of the job market on the high-quality employment of college graduates. The quantity and quality of job positions in the job market can affect the high-quality employment of graduates, mainly manifested in their psychological expectations for high-quality employment. The fewer and lower the quality of job positions in the job market that graduates are aware of, the more it will directly affect their employment psychological expectations, especially after multiple failed interviews, graduates lack confidence in high-quality employment and give up on it. The fourth is the impact of employment services on the high-quality employment of college graduates. The focus of employment services is to provide effective employment information, and symmetrical employment information is the work goal of employment services. In reality, there are problems such as false, missing, incomplete, and inconsistent employment information. This requires government agencies and universities to strengthen the review of employment information and provide more employment information that can achieve job matching through big data technology. The fifth is the impact of employment evaluation on the high-quality employment of college graduates. Different individuals have different requirements and evaluation criteria for high-quality employment. Therefore, employment evaluation should be based on the fit between the individual employment expectations of graduates and the reality of employment. If a unified or one size fits all employment evaluation standard is used for evaluation, graduates will have deviations or even errors in their employment evaluation, which will lead to confusion about high-quality employment and incorrect employment evaluation results.

4. PROMOTION MECHANISM FOR HIGH-QUALITY EMPLOYMENT OF COLLEGE GRADUATES IN NANCHONG CITY

Based on the analysis of the employment situation in Nanchong City, we can start from five dimensions: employment increment, employment quality improvement, employment information symmetry, employment "person job matching", and employment risk prevention, to logically construct a mechanism for promoting high-quality employment of college graduates in Nanchong City.

4.1 Establishing an Employment Increment Mechanism

The prerequisite and foundation for high-quality employment of college graduates lies in the sufficient number of job opportunities in the job market, which are based on the scientific development of the economy and society. Development is the core and key to solving various economic and social problems, especially employment issues. Therefore, the primary factor and focus of promoting high-quality employment for college graduates is to vigorously promote the high-quality development of Nanchong's economy and society, and create or provide a sufficient number of job opportunities through high-quality economic and social development. In terms of population, by the end of 2024, the permanent resident population of Nanchong City was 5.489 million, which has a comparative advantage in population compared to other cities in Sichuan Province; In terms of geographical location, Nanchong City is the central city in the northeast of Sichuan Province, with the advantage of developing the logistics industry; In terms of industrial distribution, although Nanchong City is a major agricultural city, in recent years, relying on its geographical advantages and tourism resources, it has been vigorously developing its industrial and service industries, and the added value of industrial and service industries has been increasing year by year. From an industry perspective, there are 41 major categories of industries above designated size, and Nanchong City involves a total of 33, with 17 industries experiencing value added growth. Among them, the added value of the agricultural and sideline food processing industry increased by 23.5% compared to the previous year, the chemical fiber manufacturing industry increased by 56.5%, and the computer, communication, and other electronic equipment manufacturing industry increased by 103.2%. The added value of high-tech manufacturing increased by 23.2%, accounting for 11.8% of the added value of industries above designated size. [2] In view of this, based on the resource endowment characteristics and industrial service industry development foundation of Nanchong City, the Nanchong Municipal Government should strengthen targeted investment promotion work in accordance with the concept of open development, increase the development of agricultural and sideline food processing industry, chemical fiber manufacturing industry, computer, communication and other electronic equipment manufacturing industry, tourism and other industries and service industries, in order to significantly increase employment opportunities in the job market.

4.2 Establishing a Mechanism for Improving Employment Quality

On the basis of the above employment increment mechanism, the Nanchong Municipal Government should first strengthen the policy orientation of prioritizing employment, incorporate high-quality and full employment into the economic and social development plan, and promote the coordinated efforts of fiscal, monetary, industrial, price and other policies with employment policies. Secondly, we need to vigorously develop high-tech industries such as electric vehicles based on national and provincial strategic layouts, and plan ahead for future industries. The third is to support and supervise universities and other public institutions to scientifically and reasonably develop a certain number of positions for student assistance, management assistance, research assistance, etc., to meet the needs of some people who want to find employment in universities. The fourth is to establish a digital empowerment employment system, optimize employment public services, and enable more job seekers and employers to achieve job matching, thereby improving the quality of employment.

4.3 Building a Symmetrical Mechanism for Employment Information

The foundation for achieving high-quality employment lies in achieving information symmetry between job seekers and employers. Therefore, the government should establish a localized platform for publishing job search information. At present, the national university student employment public service platform established by the country can effectively achieve this function, but it requires local government employment departments to vigorously explore, integrate, and release local industry and enterprise employment demand information. In specific practice, the employment supervisory department of Nanchong City can establish a symmetrical mechanism for employment information through the following methods. Firstly, each employment platform should establish norms or standards for publishing job information, requiring employers to clarify core job requirements such as skill levels and qualification certificates, as well as implicit needs such as stress resistance; To guide job seekers to truthfully fill in their skill certificates and internship experiences, and avoid false information. The second is to connect the "breakpoints" of employment information and build a full chain information network of "job seekers job industries". The employment management department of Nanchong City should require employers to disclose their organizational information and employer profiles truthfully, one by one, and completely in accordance with the standards for employer information release. The more and higher the quality of real employer information received by college graduates, the more beneficial it is for job seekers and employers to establish mutual trust. The third is to use information technology to bridge the "gap" in employment information. The employment management department of Nanchong City or the National College Student Employment Public Service Platform should make full use of information technology to publish information on the skills, experience, and other elements required for employment positions, employment location requirements, salary and benefits, as well as the skill labels, job intentions, and expected salaries of college graduates and job seekers on the platform's backend. Both employers and prospective job seekers can see each other's detailed information, thus bridging the gap in employment supply and demand information and achieving smooth communication and information sharing between both parties.

4.4 Establishing a Mechanism for "matching people with jobs" in Employment

On the basis of symmetrical employment information mentioned above, it is possible to further establish a "person job matching" mechanism for employment. The specific approach is to establish a mechanism for the supply and demand of human resources, timely release talent demand plans based on industry demand, and adjust the professional settings and enrollment numbers of resident universities in a timely manner according to the talent demand plan. Following the idea of deep integration of industry and education, vigorously increase industry and enterprise elements in the talent cultivation process, and achieve a high degree of alignment between talent cultivation and industry demand. The second is to use intelligent matching technology to bridge the "gap" in employment information. The employment management department of Nanchong City or the National College Student Employment Public Service Platform should make full use of technologies such as big data and AI to match the detailed information of job positions with the technical details of college graduates and job seekers in multiple dimensions. After matching, a "job fit report" will be automatically generated to provide accurate recommendations for college graduates and job seekers, achieving precise matching. The third is to establish a dynamic adaptation mechanism between skills and positions. For example, the "e-commerce operation position" requires core skills such as live streaming planning, script writing, data analysis, and customer maintenance. These core skills can be linked to the national vocational skill level recognition (primary, intermediate, advanced) to clarify "which level of skills corresponds to which level of position". Fourthly, we need to strengthen personalized employment services. Different individuals have different thinking patterns, which lead to differences in cognitive

concepts. In reality, different graduates have different employment concepts, and their employment concepts at different stages are also different. Therefore, based on technical support, we also need to focus on the changes in graduates' employment concepts. Furthermore, we need to guide graduates to seek truth and be pragmatic in a timely manner, and update their employment concepts in a timely manner. The fifth is to establish a "dynamic feedback continuous optimization" mechanism. The platform needs to dynamically track the matching effect, with a focus on tracking the "retention rate" after job matching, such as the turnover rate within 3 months or 6 months of joining, as well as the "satisfaction" of job matching, in order to continuously adjust and improve the quality of job matching.

4.5 Establishing a Mechanism for Preventing Employment Risks

Under the influence of multiple factors such as economic globalization, trade protectionism, and domestic industrial restructuring, the economic development of some regions may experience significant fluctuations. For example, in 2022, the gross domestic product of Nanchong City will decrease by 6.5% compared to 2021, and the economic downturn will have a huge impact on employment. If the economy does not develop well, the number of job opportunities will be greatly reduced. Therefore, the government should proactively establish an employment risk prevention mechanism based on such situations. One is to establish an employment risk monitoring and early warning system to accurately identify "risk signals". To address cyclical risks such as slowing economic growth, structural risks such as regional employment imbalances, and sudden risks such as epidemics and financial crises, it is necessary to establish a multidimensional indicator system and develop intelligent warning systems. The second is to proactively resolve employment risks. If an industry experiences "hollowing out", the employment management department should immediately activate the employment loss plan, implement employment stabilization subsidy policies, and provide job transfer training for laid-off workers.

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