An Investigation and Research on the Employment Value Orientation of College Students

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Abstract. Since the outbreak of the COVID-19 pandemic, the employment situation of Chinese college graduates has become increasingly severe, exacerbating the environmental problems. Stability makes it more difficult for companies to survive. According to the main viewpoint of the ability school of the enterprise ability theory, ability is the key skill and tacit knowledge possessed by the enterprise, and it is a kind of intellectual capital owned by the enterprise, which determines the scale and boundary of the enterprise. How to retain these talents that determine the size and boundary of an enterprise is the foundation of an enterprise. University students from prestigious universities are the freshest blood in our country's future talent pool. How to attract and retain this fresh blood is an important issue that enterprises need to think about. This article comprehensively uses scientific survey methods such as the compilation scale method and the interview method. Through the analysis of literature, individual interviews, corporate interviews, and model construction, it investigates and studies the influencing factors of college students' employment value orientation from a qualitative and quantitative perspective, multi-level and multi-perspective. The study found that both before and after the COVID-19 pandemic, the employment value orientation of college students was most affected by the external remuneration dimension, and was not significantly affected by the work-family harmonious balance dimension; and the significant difference before and after the COVID-19 pandemic was the internal satisfaction dimension. Before the COVID-19 pandemic, this is an important factor to consider when college students are employed, but this factor has no significant effect after the epidemic.

Keywords: Employment of college students, Pandemic, Employment value orientation, Countermeasures.

1. Introduction

Employment is the foundation of people's livelihood, and "difficult employment for college students" has become a social problem. The sudden outbreak of COVID-19 in 2020 has had a serious impact on China's economic and social development and employment, which undoubtedly worsened the severe employment situation in which the number of higher education graduates is already rising. According to the data released by the Ministry of Education, the number of college graduates in 2020 is 8. 74 million, and the number of college graduates in 2021 is expected to reach 9. 09 million, setting another record high. The number of college graduates in China will break through the 900 million mark for the first time, and the total employment and structure of college graduates, friction and other contradictions are intertwined.

2. Employment Status Under the Pandemic

Under the background of the normalization of the prevention and control of the novel coronavirus pneumonia epidemic, a considerable number of enterprises have shrunk their recruitment quotas, the human digestion of original jobs has slowed down, and the overall recruitment demand for fresh graduates has dropped by about 22%. At the same time, due to the great impact on the channels for studying abroad, it has triggered a wave of return of international students, and the supply has increased significantly. Analyzing the whereabouts of graduates announced by major domestic key universities, the proportion of college students who have delayed graduation and continued to study has exceeded 30%, and the employment rate of ordinary colleges and universities is even nearly ten percentage points lower. The number of applicants for the civil service examination and postgraduate

entrance examination held in December 2020 all exceeded a new high, ultra-high number. It reflects the worries of the 2021 graduates about the future employment market prospects. The contradiction between the imbalance between supply and demand of traditional employment channels is becoming increasingly obvious, the stability of flexible employment channels in new formats is difficult to predict, and the job market for college students will face more severe challenges in the future. It is worth noting that while college graduates are difficult to find jobs, some industries are difficult to recruit workers. Among them, the structural mismatch between the job needs of employers and the abilities and expectations of college students is also the main reason for college students' employment difficulties. In order to broaden the employment channels for college students, alleviate the contradictions in college students' employment difficulties, and encourage and support grassroots employment and independent entrepreneurship, the central government has issued a series of policies. In order to deeply understand the employment concept and job hunting intention of the college student group, a survey and research on the employment value orientation of college students are carried out, which is of great practical significance for correcting the employment mentality of college graduates, guiding full and high-quality employment, and consolidating the "tower base" of the social talent pyramid.

3. Analysis of the employment difficulties of college students under the pandemic

3.1 Individual interview of college students

Since March 2021, team members have conducted telephone interviews and face to face interviews with four "Engineering 211" universities. Thirty-two senior employed students were randomly selected to conduct in-depth interviews to understand the specific performance of their employment value orientation and analyze the influencing factors of their employment value orientation. Interview content mainly includes how college students to make employment choice and employment choice mainly consider what factors, hope work can achieve external remuneration, internal satisfaction, family balance dimension, hope to make contributions to society, job difficulty before and after the outbreak, school employment guidance curriculum opening and effect, school employment management department to implement employment policy, new measures to promote college students employment, how to school employment orientation or employment education, employment instructors and counselors how to guide college students employment problems.

In response to the impact of the external compensation dimension, more than 70% of respondents thought this factor was "very important", and more than 20% said it was "more important". For the monthly salary standard, 9. 37% of students hope to be less than 6,000 yuan, 78. 13% hope to be 6,000 yuan to 8,000 yuan, and 12. 50% of students hope to exceed 10,000 yuan. 87. 5% of the students believe that due to the COVID-19 epidemic, the employment situation is grim, and their requirements for salary will be reduced when they look for a job. In addition, due to employment pressure and other factors, 62. 5% of students prefer to work in second-tier cities with lower average salary, and 31. 25% prefer to work in first-tier cities with higher average salary.

In view of the impact of the internal satisfaction dimension, more than 55% of respondents thought this factor was "very important", and more than 30% said it was "more important". The measurement standard of internal satisfaction mainly includes the pursuit of individual interests, development prospects, ability improvement, achievement realization, freedom and stability, interpersonal relations and harmony and other social spiritual levels. On the whole, the current college students attach more importance to the personal spiritual satisfaction. In the face of greater life pressure, they want to have a sense of happiness and gain in their work, and hope they have greater development prospects in their work. In addition, with the development of social economy, some college students explained that for many "post-995" and "post-00 s", material income and other external conditions are no longer the most important standard for employment choice, they more pursue progress at work, pay attention to the improvement of ability, pay attention to the sense of gain at work. At the same

time, many college students also attach more importance to the realization of personal interest and self-value, so they want to choose occupations that are in line with their interests to give full play to their professional expertise, which also contributes to the realization of personal value and the development of society.

In view of the impact of working and family harmony dimension, 36% of students think that it is "very important" to consider family factors when choosing work, 40% think that it is "generally important" to consider family factors when choosing work, and 24% think that family factors are "not very important". In today's era of rapid social and economic development, due to the large social competition, the job market is talented. In order to survive, get extra income, overtime often occurs, taking up personal spare time, resulting in individuals do not have more time to take into account their families. Therefore, some students think it is difficult to consider the relationship between work and family. In the interview process, girls think more about the working family than boys, which reflects that they value family life, hope for work stability and regular working time. In the process of employment, they prefer staffing and relaxed work, such as civil servants, teachers, etc.

In view of the impact of work stability dimension, 47% of students thought that it was "very important" to consider family factors when choosing work, 31% thought that it was "generally important" to consider family factors when choosing work, and 22% thought that family factors were "not very important". In 2020, the number of 8. 74 million college graduates nationwide, an increase of 400,000 year on year. Considering the COVID-19 epidemic and other influencing factors, the employment situation is more complex and grim. In addition, China's economy has changed from rapid development to medium-speed and high-quality development. The social employment capacity has shrunk to a certain extent, and the employment situation is unstable. Some large enterprises are facing the pressure of layoffs and burden reduction, which increases the employment pressure of graduates to a certain extent and strengthens their preference for relatively stable occupations. In the interview, a lot of students, out of risk escape psychology, more and more want to work in the government, institutions, state-owned enterprises and other units, relative to small and medium-sized enterprises, self-employment and other employment choices, college students would rather through "slow employment" to achieve the goal of the "system", in order to obtain a lifetime security "iron rice bowl".

3.2 Interview of Changchun enterprise

In April 2021, the team members interviewed the personnel of the manpower department of local enterprises in Changchun to understand the long-term problems in the manpower recruitment of enterprises and the changes in the recruitment situation before and after the epidemic. Up to now, the three manufacturing enterprises we visited have told us that they have the problem of recruiting ideal talents and outstanding talents for a long time. Main reasons for this problem include, Enterprise side, Enterprise development space, their own strength is weak, Low industry visibility, There are differences between the welfare conditions that can be offered and those expected by college students, And small and medium-sized enterprises are raising, But the corresponding hardware facilities and development potential have not been improved, And many positions are on the assembly line all the year round, Work lacks technical content and challenge, Unable to meet many college graduates are very expected for their personal development space, Many SMEs are managed in a simple way, Lack of corporate culture, Make it difficult for college students to have a sense of belonging and a sense of achievement, Some college students are not optimistic about the development of the unit prospects, Unable to identify with the units, high expectations cannot be satisfied, Businesses can't attract graduates, Therefore, college students are frequently job-hopping, Take the enterprise as a springboard. College students, some college students in the process of finding a job skills, college students' quality, skills level and career expectations and enterprise demand for talents, in the process of career, first choice of foreign enterprises, state-owned enterprises and administrative institutions, but also look forward to work relatively stable, good environment, have large development space of

management and civilian, not willing to repetitive and labor intensity jobs, which also aggravates the difficulty of enterprises recruit college students.

3.3 The model of the employment difficulties of college students

College students to initially grasp the real idea of employment and the real opinions of school employment work, on the basis of reference to related research and literature, the group in February 2021 completed the preliminary survey questionnaire and interview outline design, a small distribution, in March 2021 completed the preliminary survey questionnaire and outline recycling, then began the screening of effective information. The pre-research results met the study prior expectations and the actual situation, and the study feasibility was further confirmed. According to the feedback of filling in the pre-survey questionnaire, some of its contents were adjusted and changed, and the interview outline was improved, to provide reference for the improvement of the next employment value orientation scale. At the end of March, the compilation of the employment value orientation scale. Specific to the existing research is widely used employment value orientation scale, fully consider the changes of the current external environment, especially the profound impact on the employment environment, at the same time combining the results of research feedback to modify the content of the basic scale, make it more suitable to the current facing Chinese college students actual employment. In April 2021, the revised employment value orientation scale of college students will be distributed as a formal questionnaire on a large range. In order to ensure the sample number and sample representativeness to the greatest extent, the group made full use of the network of students in many places across the country to conduct the spread of the questionnaire. Up to now, 296 questionnaires have been received to form a database, and linear analysis models have been established, using SPSS 24. 0 to analyze the questionnaire situation, and produce a preliminary report. The contents of the report include the factors affecting employment value orientation and the differences of the factors before and after the epidemic.

3.3.1 Model establishment

$$Yi= \beta0+ \beta1x1+ \beta2x2+ \beta3x3+ \beta4x4+ \varepsilon i$$
$$(i=1,2,3,4. . .)$$

Among them, Y = students 'value evaluation of current employment (0~100), x1 = salary level (0~100, representing real salary ÷ 150), x2 = internal satisfaction (0~100), x3= evaluation of work and family harmonious balance level (0~100), and x 4=' s preference for job stability (0~100).

3.3.2 Inspection results

3.3.2.1 before the COVID-19 pandemic

Table 1. Results of the linear regression analysis (n =191)

	Non-standardized coefficients		Standardization coefficient	t	p	VIF	R^2	Adjust the R^2	*F*
	B	Standard error	Beta						
Conconstant	12. 993	6. 322		2. 055	0. 041***	—			
x_1	0. 475	0. 068	0. 447	6. 982	0. 000***	1. 327	0. 425	0. 412	F(4,186)=34. 325 ,p=0. 000
x_2	0. 258	0. 057	0. 293	4. 551	0. 000***	1. 338			
x_3	0. 059	0. 043	0. 077	1. 387	0. 167	1. 004			
x_4	0. 081	0. 064	0. 071	1. 264	0. 208	1. 023			

Factor variable: Y

* p <0. 1 ** p <0. 05 *** p <0. 01

Data results:

The model formula is: Y = 12. 993 + 0. 475 x1 + 0. 258 x2 + 0. 059 x3 + 0. 081 x 4

The model adjusted R^2 value of 0. 412, meaning that X1,X2,X3,X4 could explain the changes in Y 41. 2%.

On the F test of the model, the model was found to pass the F test (F=34. 325, p=0. 000 <0. 05), indicating that at least one item in X1, X2, X3, X4 would affect Y, in addition, testing for multiple collinearity of the model found that all VIF values in the model were less than 5, indicating that there is no collinearity problem.

The regression coefficient value for X1 was 0. 475 (t=6. 982, p=0. 000 <0. 01), indicating that X1 has a significant positive impact relationship on Y. The regression coefficient value for X2 was 0. 258 (t=4. 551, p=0. 000 <0. 01, indicating that X2 has a significant positive impact relationship on Y. The regression coefficient value of X3 was 0. 059 (t=1. 387, p=0. 167> 0. 05), indicating that X3 does not have an impact relationship on Y. The regression coefficient value of X4 was 0. 081 (t=1. 264, p=0. 208> 0. 05), indicating that X4 does not have an impact relationship on Y.

The summary analysis shows that X1, X2 has a significant positive impact relationship on Y. However, X3, X4 does not have a significant impact relationship on Y. Before the epidemic, the value orientation of employment was significantly affected by the external remuneration dimension and the internal satisfaction dimension.

3.3.2.2 After the COVID-19 pandemic

Table 2. Results of the linear regression analysis (n =105)

	Non-standardized coefficients		Standardization coefficient	t	p	VIF	R^2	Adjust the R^2	F
	B	Standard error	Beta						
Conconstant	24. 578	7. 047		3. 488	0. 001***	—			
x1	0. 274	0. 054	0. 400	5. 092	0. 000***	1. 172			F(4,100)=22.
x2	0. 020	0. 071	0. 022	0. 282	0. 778	1. 162	0. 473	0. 452	422,
x3	0. 031	0. 041	0. 056	0. 759	0. 450	1. 049			p=0. 000
x4	0. 498	0. 088	0. 438	5. 634	0. 000***	1. 148			

Factor variable: Y

* p <0. 1 ** p <0. 05 *** p <0. 01

Data results:

The model formula is: Y = 24. 578 + 0. 274 x1 + 0. 020 x2 + 0. 031 x3 + 0. 498 x 4

The model adjusted R^2 value of 0. 452, meaning that X1, X2, X3, X4 could explain the changes in Y 45. 2%.

On the F test of the model, the model was found to pass the F test (F=22. 422, p=0. 000 <0. 05), indicating that at least one item in X1, X2, X3, X4 would affect Y, in addition, testing for multiple collinearity of the model found that all VIF values in the model were less than 5, indicating that there was no collinearity problem.

The regression coefficient value for X1 was 0. 274 (t=5. 092, p=0. 000 <0. 01), indicating that X1 has a significant positive impact relationship on Y. The regression coefficient value of X2 was 0. 020 (t=0. 282, p=0. 778> 0. 05), indicating that X2 does not have an impact relationship on Y. The regression coefficient value of X3 was 0. 031 (t=0. 759, p=0. 450> 0. 05), indicating that X3 does not have an impact relationship on Y. The regression coefficient value for X4 was 0. 498 (t=5. 634, p=0. 000 <0. 01), indicating that X4 has a significant positive impact relationship on Y.

The summary analysis shows that X1, X4 has a significant positive impact relationship on Y after the epidemic. But X2, X3 does not have an impact relationship on Y. After the epidemic, the value orientation of employment is significantly affected by the dimension of external remuneration and work stability.

3.4 Analysis Of The data

On the whole, no matter before or after the epidemic, the employment value orientation of college students is greatly affected by external compensation dimensions, which shows that under the current market economy conditions, many college students are guided by economic interests and have a relatively obvious utilitarian orientation, mainly reflected in the fact that many college students attach

great importance to salary levels and immediate interests. There are many reasons for this result. First, housing prices and living costs are getting higher and higher now, and college students have put forward higher and higher requirements for life security and social services such as five social insurances and one housing fund. Second, affected by public opinion, occupations with stable work, good treatment or good social identity and high social status are sought after by college students. For example, the majority of graduates are keen to take civil service examinations, public institution examinations, teacher recruitment, bank recruitment, etc. Third, parents' expectations for their children to participate in work are mostly stable work, well-paid, have a good working environment and large room for improvement. In addition, getting a certain amount of remuneration for work to meet the basic living needs conforms to the principle of Marxist people's material requirements in the all-round development.

No matter before and after the epidemic, the employment value orientation of college students is not significantly affected by the dimension of harmonious balance between work and family. It shows that college students have not fully considered the interaction between work and family when choosing a career, and also requires schools to strengthen guidance to make students realize the importance of work-family balance. In addition, Liu Yunxiang and Zhu Yapeng explained in China's "Work-Family": Expression, Characteristics and Way Out (2013) that the "Work-Family" conflict of our people largely stems from the economic anxiety of families. At a stage when most families are still pursuing greater satisfaction in material life, on the one hand, families need to shoulder the heavy responsibility of raising children, and on the other hand, they need to obtain more material income. On the surface, it seems to be a conflict between family and work, but behind it is the fundamental relationship between economic needs and family responsibilities. Conflict. This shows that one of the reasons why the employment value orientation of college students is not significantly affected by the work-family balance dimension is the high material pressure, which is also consistent with the conclusion that the employment value orientation of college students is positively affected by the external compensation dimension.

One of the significant differences before and after the epidemic is the internal satisfaction dimension. Before the epidemic, it was an important consideration for college students to find employment; after the epidemic, this factor did not play a significant role. It shows that the epidemic has caused some college students to give up meeting their internal needs. When the epidemic affects the employment opportunities of graduates, college students will first choose to meet their own material needs. The reason is that some college students do not consider their majors and self-worth when they are employed, and there is a serious herd mentality, which makes college students more confused about career selection and employment. The second is that the state lacks a clear positioning of the graduate training model, resulting in the fractional theory in talent selection. The employment guidance centers of colleges and universities lack understanding of students' employment psychology, and even less about the employment value orientation of graduates. Many university employment guidance centers have gradually developed into recruitment places and lost their pursuit. The guiding role of internal satisfaction value.

The second significant difference before and after the epidemic is the dimension of work stability. Before the epidemic, it was not an important consideration when college students were employed; after the epidemic, it became an important consideration when college students were employed. It shows that the epidemic has caused some college students to pay more attention to the stability of their work, which is also reflected in the fact that many college students who participated in the survey prefer to enter the government, public institutions, state-owned enterprises, and pay less attention to other occupations. There are two main reasons for this phenomenon. First, the risk of the coronavirus pandemic breaks the original relationship between individuals and prompts people to place trust and security on more authoritative and stable systems or organizations. In the face of the uncertainty of the future epidemic situation, college students' awareness of economic risks has increased. Compared with huge economic returns and free working methods, pessimistic expectations of the future situation will make them pay more attention to the stability of employment choices. In addition, college

students' lack of multi-dimensional competition awareness is also a key factor in this transformation. Although college students are alert to the risks brought by the coronavirus epidemic, they do not know exactly how to effectively avoid risks to ensure their safety. This lack of experience and uncertainty in the future will lead to a weakening of college students' sense of self-identification, and they will pursue them based on the behavioral reactions of others when choosing employment. The collective choice of stability to seek a kind of psychological comfort. Second, poor stress resistance and weak strength of private enterprises and start-ups are also important reasons for college students to pay attention to stability in employment. Although the state has provided strong policy support for small and medium-sized enterprises and college students to start businesses in recent years, the welfare protection provided by private enterprises, start-ups and other enterprises is not perfect. In the face of great changes in the market, the shortcomings of poor stress resistance and vulnerability have gradually been exposed. Procurement, Production, sales and other links have been seriously affected, resulting in a more stable employment value orientation for college students.

4. Ways to promote the employment of college students

4.1 Parents should change their ideas and change their expectations for their children's employment education and employment

At present, college students are difficult to find employment and have great employment pressure. In the actual employment guidance process, parents should abandon the traditional "iron rice bowl" thought, change the concept of family education, pay attention to cultivating children's comprehensive quality, employment competitiveness and subjective consciousness when choosing a career, and reduce the dependence of college students on their families. In addition, parents should respect their children's employment intention, respect their children's choice in the employment field industry, reduce the pressure of their children's employment, and encourage their children to realize their ideals and values.

4.2 College students should improve their employment ability and establish the correct value orientation

College students, while learning professional knowledge, should pay attention to professional ethics, social communication ability, civilized etiquette, social practice and other abilities, participate more in all kinds of social activities, improve their comprehensive quality, cultivate good moral character, improve employment ability. We should correctly understand ourselves, form the correct value orientation, understand the importance of realizing the internal value dimension, and understand how to balance the relationship between work and family. In addition, strengthen college students' feelings and identity for their career, rather than completely "egoism", maintain a good state of mind, not arrogant or humble, and face a good attitude towards employment.

4.3 Universities should improve the effectiveness of career planning and employment guidance

First, colleges and universities should pay attention to students' career planning, optimize employment guidance courses, so that college students can clarify their career planning at the beginning of entering the school, timely revise and summarize in the future study and life, and gradually establish suitable and scientific employment values. Second, we should strengthen the employment psychological counseling of college students, especially in the stage of career selection, timely find the bad employment mentality of students in employment, and timely combing and guidance. Third, improve the management ability of college employment guidance institutions and the professional quality and professional ability of employment instructors, make full use of the convenience of multimedia online teaching, and innovate the form of employment guidance courses.

4.4 Improve the employment security system, improve the employment environment, and encourage college students to start businesses

College students are keen on work stability and actively participate in the civil service examination, among which the important reason is the perfect employment security system in these industries. The state should optimize the structure of talent cultivation, enhance students 'ability to find employment and entrepreneurship, strengthen guidance for college students' employment and entrepreneurship, and increase policy support for college students to start businesses. In addition, government departments should strengthen the guidance of employment value for graduates, and cultivate their employment values of serving the grassroots, the society and the country through public opinion publicity. We will use television stations, radio stations, newspapers, online platforms and other media to publicize diversified employment concepts, create employment values that serve the grass-roots level and society, and guide college students to practice core socialist values.

5. Conclusion

In view of the characteristics of personal utilitarianism, lack of internal satisfaction, unwillingness to balance work and family, preference for work stability and other characteristics of college students' employment value orientation after the COVID-19 pandemic, it is of great significance to establish college students' scientific employment values, improve college students' employment ability, and improve the level of university employment guidance.

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