



**Breakthrough and innovation of new employment model from
the perspective of promoting employment
-- takes APP as an example**

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Abstract: This paper mainly focuses on the related employment A PP, summarizes the advantages and disadvantages of the employment A PP, and analyzes the employment prospects of college students.

Keywords: New employment model innovation employment A PP college student employment.

1. Impact of recruitment A PP on emerging employment models

1.1 Recruitment of A PP market positioning and usage population

Overall conceptual positioning

"A PP", a smart service platform under the new employment model

Gathering A PP is composed of platform, free workers and consumer three parties, gathering, APP platform build wisdom service platform, free workers in platform and mark their own services and products, consumers into the platform to choose their own services and docking free workers, finally complete the transaction, A PP platform from service fees.

Population analysis was used.

The users of A PP are divided into two categories: consumers and free-working workers.

The consumer group positioned by Jucai A PP is the majority of Internet users, and will really have the Internet in the future, we have Jucai A PP, from housing decoration, furniture decoration, high-end design.

The group of free-workers positioned by Gathering A PP mainly consists of photographers, patent agents, lawyers, accountants, dental practitioners, technical consultants, management consultants, plumbers, electricians, barbers, artists, etc.

1.2 Project market environment analysis

(1) The Internet continues to popularize

Based on the Internet big data, Jumei APP connects users from all over the country through the media of the Internet to realize data sharing in the real sense, makes the market supply and demand transparent to a certain extent, promotes the rational allocation of resources, and realizes the economic benefits of the A PP.

It can be seen from the figure above that the number of the Internet and the Internet penetration rate are growing rapidly. In 2020, the Internet penetration rate will reach 70 percent and the Internet users are nearly 1 billion. It can be said that grasping the Internet is equal to grasping the vast project market.

(2) The number of free-agent workers constantly increases

Since the 21st century, with the continuous progress and development of society, career diversification, at the same time "free workers" this group appeared and growing, such as photographers, patent agents, lawyers, accountants, dental practitioners, technical consultants, management consultants, plumbers, electricians, barbers, artists, they are not confined to a company, but for the society, directly connected with the demand side. The emergence and expansion of free workers provides a broad source of talent for talent A PP, which also provides a platform for the group of free workers, which promotes the difficulty of employment for free workers to a large extent.

(3) Employment was frustrated in the post-epidemic era

Since the outbreak of the epidemic in 2020, the economic development of all countries around the world has been frustrated, mostly tight. The market depression has also caused the increase of the unemployment rate. Fresh graduates have faced the difficulty of finding jobs.

Jumei A PP has incomparable advantages in the post-epidemic era. Through Internet big data, customers and free-workers communicate one-to-one online, and realize "face-to-face" communication through video communication. During the epidemic period, the unemployed people and graduated college students will consider more employment difficulties. A PP, will gather A PP to receive the income. For the whole society, ucai A PP has played a positive role in promoting employment and stable development, supports "mass entrepreneurship and innovation", and is also easy to get government policies and support from all aspects.

(4) Consumption trend is gradually changing

With the development of China's economy, the consumption tendency of Chinese

citizens gradually moves towards customization and high-end, and Jucai A PP just conforms to the change direction of consumption tendency, and can provide consumers with more private, customized and high-end products and services.

1.3 The advantages and deficiencies of using recruitment A PP and how to make them

Uses the advantages of recruiting App.

Based on job perspective:

Timely industry information. Recruitment APP is the product of the new era. It can quickly grasp the new industry information, and push it to users with relevant needs, so that users can quickly understand the current industry information, so as to help them choose the right career.

Intelligent job search consultation. With the improvement of science and technology level, the current recruitment App based on cloud data technology gathered a large amount of Internet information, and the big data, including online job information integration analysis, at the same time using artificial intelligence technology customized corresponding response demand, realize 24 hours customer service robot online questions, meet the needs of job seekers, through flexible job recommendation, improve the success rate of employment.

Professional technical support. Recruitment App can make semantic understanding and similarity calculation for job requirements and resume content, realize two-way intelligent matching, recommend the most suitable positions for job seekers, it can also extract key information, transform unified analysis of resumes in different formats into standard formats, and build talent portraits through structured fields to enhance the competitiveness of job seekers.

Based on the recruiter perspective:

Improve the matching degree of talents. In the enterprise talent search scene, the functional recruitment App, will transform the traditional talent search mode into customized intelligent search mode to meet the personalized needs of HR. Meanwhile, the most intelligently recommended candidates for interviewers, which can effectively improve the matching degree of talent positions.

Save the cost of enterprise recruitment. Recruitment APP software can be online communication between interviewers and applicants, face to face live recruitment can let enterprise an interview a lot of people, and HR can be live to make the first step, save the offline cumbersome process, greatly save the enterprise time and the process of manpower and capital consumption, let the enterprise can have more time and energy into other work.

Enhance the market influence of enterprises. Recruitment ads released by enterprises on the recruitment App are not limited by time and space, the audience timeliness is

strong, and the recruitment information can also be posted overseas. While recruiting, more users can learn about the company, thus improving the visibility and market influence.

Uses the disadvantages of hiring App

There are problems and other privacy leaks. In order to earn additional profits, some recruitment platforms and individual employees are under the pressure of performance assessment, due to reselling and selling user information, which cause serious property losses and safety risks to users.

Insufficient experience in some areas. Recruitment App in the market is uneven, and the focus is different. Some App positions are too biased to the Internet to locate positions in other areas; some App focus on first-tier cities and new first-tier cities, others have less information; some restrict some job-hunting groups and recruitment groups, such as non-fresh graduates. Thus, users are unable to obtain useful information in some fields, spend time and energy without reason, and reduce the use experience.

Response

In order to further enhance the innovation and market competitiveness of our talent App, the following measures are drawn up by analyzing the advantages and disadvantages of other representative recruitment App:

Set up diversified job-hunting and recruitment positions. Intelligent analyze the needs of job seekers and recruiters, create exclusive recruitment modules for different user roles such as college students, graduates, outsourcing part-time personnel, optimize and improve job information, and use big data intelligence to do matching and docking to ensure and meet the needs of users' diversified job hunting and recruitment.

Strengthen information supervision and improve the review mechanism. The development of intelligent recruitment APP needs to establish a relatively perfect credit mechanism, provide a certification system for users and enterprises, and supervise and rate their relevant behaviors on the platform, and timely process and block the interview job seekers or enterprises that release false recruitment information, so as to ensure the benign development of the platform.

Build a diversified functional sector. The development of Gathering APP can provide a wealth of resume templates to help job seekers beautify their resumes and improve their chances of hiring. At the same time, voice and video can also set online communication functions, so that supply and demand can have more convenient job communication, so as to meet the diversified job or recruitment needs of individuals or enterprises with diversified functional sectors.

2. Employment and entrepreneurship of college students under the new employment model

1. The status quo of the employment and entrepreneurship of college students in the post-epidemic era

According to the latest official data from the Ministry of Education, the number of students predict that Chinese college graduates will reach 9.09 million in 2021, exceeding 9 million for the first time! By 2022, the number of China's college graduates will exceed 10 million! The outbreak of COVID-19 in early 2020 has not only had a great impact on the macro economy, but also on the employment market for college students. The number of college graduates in China is expected to reach 9.09 million in 2021, and the large-scale growth is bound to make the employment situation very grim. In order to analyze the employment situation of college graduates under the background of the epidemic, the overall employment situation, employment expectation, employment status, and the impact of the epidemic impact were analyzed through the online big data and the data of the online survey.

2. Employment and employment of college students affected by the epidemic

In 2020, the total number of college graduates nationwide reached 8.74 million, and the class of 2021 is expected to reach 9.09 million. Due to the impact of the epidemic in 2020, force majeure has pushed the difficulty of graduate employment to the peak. According to the survey, the entry rate did not reach 20% in 2020, which also means that more 2020 graduates will join the job search team in 2021. By that time, employment will be more difficult for new graduates in 2021. However, according to the official data released, the employment situation of 2020 graduates is generally stable and better than expected.

Data analysis shows that the current employment situation of college students is grim, prominent structural contradictions, graduates expected industry, jobs, workplace affected by the epidemic, unit employment is the main destination of graduates, the new economy industry is favored, and salary, welfare, career development and work and life balance are the main focus factors; internship experience helps graduates successful employment, online recruitment interview has become the mainstream way of job hunting during the epidemic.

3. employment demands, career expectations and career planning

Employment appeal

According to the first quarter of 2020, the most important factor for college students is "salary and benefits", or 60.8%, and the second is "you can learn", or 45.5%. In addition, there is a clear career development path, the pursuit of "work and life balance", promising industry prospects are also the important factors they value. Secondly, there are professional matching, job matching, stability, environment,

interest, corporate culture and values and settlement, subsidies and other talent policies. Therefore, it is speculated that the employment demands of college students are the salary level, personal interests and hobbies, the geographical location of the unit, the nature of the unit, the development prospect of the employment unit, the conditions and development opportunities for further study.

Career selection expectations

According to the research data, direct employment is still the main choice for 2021 fresh graduates, but the proportion of choosing further study / further study and suspended employment has increased compared with that of 2020. From the perspective of the employment willingness of fresh graduates with different degrees, more than 60% of 2021 undergraduate graduates and junior college graduates choose direct employment, and more than 90% of fresh graduates with 2021 master's degree or above choose direct employment. But it is worth noting that 4.3% of college graduates in 2021 and 6.2% of 2021 undergraduates choose to suspend employment. In the choice to suspend employment group, a considerable number of fresh graduates expect to think calmly about their future life plan, or start a business investigation through a period of time.

And the proportion of fresh graduates of 2021 who are willing to find jobs in different places is 61.8%, showing a slightly downward trend than the class of 2020. On the one hand, although first-tier cities have more work opportunities and growth space, but the cost of living is higher, making some fresh students discouraged; on the other hand, thanks to local talent introduction policies and industrial upgrading, the increased possibility of getting suitable job opportunities nearby, fresh students choose to return to employment or in the city where the graduation colleges increase.

4. The employment status of college students

Employment direction

The current epidemic will have a certain impact on fresh college students with employment demand. The industries with good employment boom for college graduates are intermediary service industry, education, training, college industry, real estate construction, building materials, engineering industry, Internet, e-commerce industry, etc. "Among them, the pharmaceutical and bioengineering industry has shown a good employment situation under the background of the epidemic." From the perspective of industries with poor employment boom, college students' employment in online games, printing, packaging, paper industry, transportation, transportation and electrical industries is relatively difficult, and the employment competition is fierce. Among them, the recruitment demand in the online game industry decreased by 67.9% year on year, while the number of job applicants increased by 14.0% year on year.

Employment competition

The first is the growing number of college graduates. The biggest characteristic of the employment status of college students in China is: the employment base is large and the number of employment grows rapidly. At present, the supply and demand capacity of the job market is insufficient, the employment competition of jobs is large, and the relationship between the geometric growth of college students and the number of jobs is unbalanced. Too many college students are unable to obtain employment, the employment rate of college students decreases, and the employment situation of college students is very not ideal. The increase of the employment number of college students makes the employment situation in China even more severe.

The second is the employment area. On the whole, the flow area of undergraduate graduates in China is mainly concentrated in the eastern region, while the northeast and central regions is relatively small and less in the western region. The northern employment area is concentrated in Beijing, Tianjin; the southern employment area is concentrated in the southeast coastal cities. As a developing country, China's dual economic structure has obvious gap between urban and rural areas and regional differences. Large and medium-sized and coastal cities have developed economies and many jobs; remote western and rural economies are backward with few development opportunities. From this, the regional flow of college graduates is usually from relatively backward regions (outflow) to economically developed areas (inflow places). Of course, the regional flow of college students is not just a one-way flow, especially with the narrowing of the regional economic development gap and the urban and rural gap, college graduates will also return back, forming a two-way flow.

Finally, the employment field. At present, China's financial industry, service industry develops rapidly, the rapid development of economic structure, make college students in choosing professional direction, will more tend to accounting, trade, computer and other jobs supply and demand industry, and like engineering, especially China's economic development urgently needed mold design and manufacturing, electromechanical integration technology, psychology, automobile plastic technology and other professional graduates is less. The excess of popular professionals also leads to the increased competitive pressure of college students in the industry. On the other hand, some colleges and universities also have a relatively single setting of majors, which is also a factor for the narrow expansion of the employment field of college students. Some colleges and universities give college students fewer choices in professional courses, which also limits the development direction of their employment to some extent.

Status of the demand for English-language professionals in the 3. market

As long as the trend of globalization is still good, language majors will always have

employment prospects. The market has a huge demand for English-understand talents, after all, it is the most common language in the world, and too many businesses have a foreign nature; but there is little demand for "English professionals", because too many people can write and speak English, so few companies recruit English majors. However, the typical profession in the market demand for English majors are teachers and trainers (education). Teachers are the most basic direction of English major, and teachers are also divided into many types, such as college English teachers and middle school English teachers. Teachers of different levels have different requirements for education. Teachers may need a doctor's degree or above, but middle school teachers need a master's degree. The second is to enter the English training institution as a trainer, you can teach students of different grades, for the educational requirements are not particularly strict, if the ability is enough, the prospects and salary are still considerable. At present, education industry related enterprises for English teachers, trainer skills requirements are mainly listening, reading, writing, grammar knowledge, as well as some certificates, such as: teacher certificate, mandarin, CET-46, IELTS TOEFL English general test certificate, of course, the higher the better, these are competitive advantages. Proficient office software, and work experience such as tutoring are also a plus.

The second is the translator, which divides interpretation and translation. According to statistics, by the end of 2020, more than 162,000 people had passed the translation qualification examination and obtained the certificate. Of course, the highest-end conference interpreter and other positions are still in urgent need of talent, and the salary is also a high price ranked in the "gold collar" position. Because English as a common international language, many countries and regions have designated English as the official communication language, resulting in a large demand in the domestic market, a shortage of talent, especially: conference interpretation, court interpretation, business interpretation, communication accompanying translation, document translation, senior translation have high requirements for ability and academic qualifications. However, there is still great competition for English graduates for translation. Without a high language translation ability, primary translators are often generally paid.

The third one is the foreign trade work. Foreign trade work is the direction of many students who majored in business English. The English choice space of foreign trade work is also very wide. You can be engaged in all positions except technical posts, including planning, sales, human resources, marketing, cultural publicity, etc. Many companies have expatriate programs that will give priority to English major students. The fourth is a bilingual editor (civilian position). Chinese as the most language usage language, often combined with English, there are many mainstream new media at

domestic and foreign are bilingual form, so bilingual editor of the job, such as xinhua, New York Times, etc., and major publishing, such as our familiar foreign language teaching and research publishing house, publishing English books also need civilian translation.

Second, the main reasons for the grim employment situation

1, The national employment situation has declined sharply

Under the epidemic, Internet enterprises and physical enterprises have been seriously affected, even the top domestic Internet companies ——BAT(Baidu, Alibaba, Tencent) are also reducing layoffs and wages.

2, enterprise financing is difficult, stop hiring new employees

At present, the domestic financial industry has been vigorously regulated by the state, which makes it difficult for domestic financial enterprises to finance and slow down bank loans. In order to save company costs and reduce operating pressure, most companies dare not recruit new employees, and even cut jobs. Some small and medium-sized enterprises will first take measures to reduce business scale, suspend recruitment, post adjustment and pay adjustment to reduce enterprise costs and seek survival and development.

The 3, epidemic has affected enterprises' school recruitment

The epidemic has been repeated again and again. For enterprises with certain strength, they cannot conduct large-scale campus recruitment nationwide, but only conduct local recruitment. Graduates in some regions, unable to attend such recruitment, make it difficult to find a job more difficult. Moreover, due to the epidemic, in order to avoid the large flow and gathering of population, the on-site job fair was cancelled on a large scale, and mainly online recruitment. After the video interview, the second trial time was determined according to the market recovery, which led to heavy difficulties for cross-regional graduates to find jobs.

4, companies decreased the turnover rate and the turnover rate.

In addition, studying abroad every year has become the choice of most graduates. This year, affected by the epidemic, graduates who were originally scheduled to study abroad can only temporarily give up their study abroad and turn to the domestic employment market, resulting leading to an increase of employment graduates.

It is expected that in order to preserve their strength in 2021, enterprises generally will not expand their recruitment, so their job opportunities will decrease. And at present, the in-service employees of the company, understand that the employment situation is relatively grim, will generally accept salary cuts will not take the initiative to leave. As a result, fresh graduates can choose for limited jobs.

3. How to deal with the current situation

First, we should have a clear understanding of the current epidemic prevention situation and "cultivate new aircraft in crisis and open new situations in change. From the aspect of ability improvement, improve their ability to find a job. That is, the ability to find a job in employment and the ability for sustainable development after employment. At present, it is mainly to solve the ability to find a job in employment, that is, employment information collection ability, resume making and job hunting skills. Getting employment information should grasp two principles, one is convenience, the second is authority. First of all, we should make clear the ways to collect employment information. Due to the epidemic reasons, individual channels can be screened: through the network; through the school employment guidance center; through the media advertising. The collection of employment information shall include: information of the employer; occupation situation; similar status and development trends of related industries.

Second, we should recognize the current employment situation, employment first, and then choose a career. Due to the epidemic, many companies have reduced their recruitment positions, and the employment situation is not optimistic. Secondly, finding employment first, and then choosing a job, can relieve the displaced economic and physical and mental pressure after graduation. Thirdly, employment, then choose a job, but also let yourself find a better and more suitable for their own work.

Finally, mentality is a person's most important mental outlook, do not avoid problems, decomposition problems one by one is the key.

1. Should find the right positioning, adjust the good state of mind, holding the mentality of learning to adapt to the society, start from the foundation, do not look too high.

2. Review the situation, determine the scope of employment, fresh graduates need to analyze the departments they apply for, to avoid those departments that are easy to be cut under the pressure of business operation.

We should enhance our own quality, change pressure into motivation and reduce expectations. College students should objectively realize that the current employment situation is grim and should change pressure into driving force. Only by facing up to the employment pressure can we force ourselves to take action actively and have psychological psychology and action for victory.

In June 2021, the number of Internet online recruitment market entities reached 138 million, with 44.58 million monthly activity users and monthly 14 million. Online recruitment will bring huge opportunities for the online recruitment platform. In addition, the number of market entities continues to grow, the number of college graduates reaches a new high, and the unemployed population also brings huge

market demand for online recruitment.

Affected by the COVID-19 virus, in order to reduce labor costs to protect benefits, domestic enterprises have reduced the talent demand to reduce the number of external recruitment, and the employment task of college students has become extremely difficult. Employment is a barometer of the economy and a thermometer of people's livelihood. In order to cope with the current severe employment environment and relieve the employment pressure of college students, the state has further improved the relevant policies and issued a series of documents accordingly. On March 10, 2021, the General Office of the Ministry of Education issued the Notice on the Accurate Employment Service for National College Graduates, which further emphasizes the construction of convenient and efficient job hunting and recruitment channels, carry out online recruitment on a regular basis, and improve the matching rate of employees. The outbreak of the epidemic has made many enterprises unable to carry out offline recruitment, and more and more enterprises choose to use online recruitment to select talents. In the current situation of limited offline recruitment, online recruitment has largely solved the problems faced by both recruitment parties, greatly improves the recruitment efficiency of enterprises, and reduces the recruitment costs. Secondly, with the vigorous development of a new round of information technology and the popularization and application of 5G communication information technology, the employment recruitment interview of college students has gradually shifted from offline to online. Therefore, college students will only use recruitment app more and more frequently in the future, and the rapid development of app recruitment app is also inevitable.

Acknowledgments

This article belongs to the phased research results of the college student innovation training project of Anhui University of Finance and Economics (project number: S202010378347).

Instructor: Tao Langping.

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