

The Employment Value Orientation of College Students in the Digital Economy Era and Its Guiding Strategies

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ABSTRACT

This article analyzes the new changes in the employment value orientation of college students in the context of the digital economy, and proposes guiding strategies for their employment value orientation from the perspectives of society, universities, and families. The aim is to guide society, universities, and families to work together to establish a correct employment value orientation for college students in the digital economy era, help solve the current practical problem of college students' employment difficulties, ensure steady progress in university employment work, and enable college students' employment orientation and choices to better adapt to the social development requirements of the digital economy era, serving the overall development strategy of the country.

KEYWORDS

Digital economy; College students' employment; Employment value orientation; Guidance strategies

1 Introduction

The development of the digital economy has brought about changes in the job market for college students, creating thousands of new jobs for society. Many positions that rely on digital technology for operation and provide paid services have emerged, such as online education, e-commerce live streaming, digital finance, digital marketing, etc. More and more labor is shifting to the service industry, and the digital economy has become a "reservoir" for college students' employment.^[1] The employment value orientation of college students directly determines or affects their employment planning, employment actions, and even employment results. A correct, objective, and rational employment concept can alleviate students' employment anxiety, correct their employment mentality, and thus determine suitable employment goals on the basis of clarifying their own employment advantages. Therefore, studying the changes in the employment value orientation of college students is an important way to analyze and solve the employment problems of college students, and it is also the fundamental guide for guiding college students' employment.^[2-3]

2 New Changes in the Employment Value Orientation of College Students Under the Background of Digital Economy

The transformation of the social structure and the optimization and upgrading of the economic structure have made the employment forms faced by college students increasingly severe, which has evolved into a thorny social problem. The employment value orientation of college students is also changing imperceptibly. The individual based value starts to dominate, and the interest tendency even plays a decisive role in the employment choice of students in many times.^[4] The development of the Internet and information technology has made students face more diversified employment choices, and the overall downward trend of the economy has also led to a decline in the enthusiasm of college students to choose entrepreneurship after graduation... Similarly, the change of the employment value orientation of college students is also affected by the digital economy, which is reflected in the following aspects:

2.1 College Students Have a Higher Sensitivity to New Things and an Increased Recognition of Professions Related to the Digital Economy

The development of the digital economy has brought about changes in the social employment structure, giving birth to new professions such as self-media workers, online anchors, e-sports players, Didi drivers, and unmanned economy. The traditional employment relationship between workers and enterprises has transformed into a cooperative relationship, and workers have increased their complexity, creativity, flexibility, and other multiple attributes. This provides opportunities for college students to find employment in digital economy related fields. In addition, the digital economy is highly compatible with the interests, preferences, values, and spiritual needs of college students. The development of the digital industry also conforms to the spiritual traits of college students seeking novelty, daring to explore, and daring to take risks.^[5-6] Therefore, college students generally have a high recognition of digital economy

related professions, and are willing to enter the field of digital economy after graduation or want to use the digital economy to start a business, eager to seize the opportunities of the times and achieve great ambitions.

2.2 There is a Clear Phenomenon of Return in Employment Location Selection, and the Attractiveness of First Tier Cities to College Students Has Decreased

The vigorous development of the digital economy has prompted more and more enterprises to transform into the production mode of "Internet plus industry", and more and more low-level skilled labor has been squeezed out of the industry. The digital economy supported by intelligent information technology has promoted the development of labor tools to be digital and intelligent, and many representative Internet companies have achieved "decentralization", which is bound to become the trend of future enterprise development. Based on this, the physical boundaries of the workplace have been extended, and the constraints have been reduced.^[7] Remote work or hybrid work models have begun to emerge, providing many employment opportunities for second - and third tier cities. In addition, the cost of living in these cities is much lower than that in first tier cities. Therefore, more and more college students are willing to stay in second - and third tier cities or even small fourth tier county towns, and the employment direction is no longer clearly related to the classification of urban levels.

2.3 Repositioning the Concept of Occupational Equality, College Students' Employment Orientation Tends to be Personalized

It is not difficult to see from the changes in the main contradiction of our society that the employment development needs of college students have long exceeded their survival needs and are moving towards higher quality employment forms. At the same time, the digital economy has driven the transformation of old and new driving forces, giving rise to many new business models. This provides a prerequisite for college students to achieve higher levels of individual value. Therefore, the trend towards personalized employment orientation for college students has become inevitable. In addition, the digital economy has prompted many new professions that have not received value recognition in traditional cognition to enter the field of college students. The concept of occupational equality has been repositioned in the increasingly prosperous new era of artificial intelligence technology, and profoundly affects the employment value orientation of contemporary college students. The value orientation of college students in the current employment situation is more flexible, personalized, and creative. They have a strong interest in a series of new professions derived from the digital economy and possess the spirit of daring to challenge themselves, which has a great impact on their employment choices.

3 Guiding Strategies for the Employment Value Orientation of College Students in the Context of the Digital Economy

College students in the information age are more proactive and active in the process of receiving, publishing, and interacting with information, which also determines that they are more free, flexible, and diverse in their employment orientation. They are not bound by conventions, do not blindly follow authority, dare to express themselves and challenge themselves, and have obvious innovative thinking. However, their personal situation can never exist without the social environment. The realization of personal growth of college students cannot be achieved without education and guidance from various aspects such as society, universities, and even families.

3.1 Social Level: Guidance of Mainstream Concepts and Improvement of Legal Norms

At present, the recognition and certification of a series of new professions derived from the digital economy by the state at the level of laws, regulations, and local policies generally lags behind the development process of these professions. In addition, the industry standards and entry thresholds of these new professions also need to be standardized, which makes it difficult for some flexible employment methods to obtain legal protection. This may put college students in a dilemma when facing the choice of these new professions. In this regard, the mass media should play the role of a "gatekeeper" and use multiple media channels to positively promote the latest employment policies. They should also report on positive cases and positive cases emerging in the field of digital economy from multiple sources to help students correctly view employment issues and pressures in the context of digital economy, and create a good and harmonious public opinion environment for digital economy. In addition, the government should accelerate the establishment of legal norms for new professions, in order to lay a solid legal guarantee for guiding and choosing the entrepreneurial and employment value of college students, implement existing employment and entrepreneurship

policies and social security mechanisms, weaken the attractiveness of work within the system, and encourage college students to walk on two legs after graduation.

3.2 University Level: Optimization of Curriculum Planning and Strengthening of Ideological and Political Education

The implementation of employment planning courses in universities can help students have a correct understanding of themselves and the social environment they are in, and have a clear understanding of a series of employment issues such as "what I can do", "what I want to do", and "what social conditions allow me to do". This can help students find employment directions that are suitable for their individual development goals and facilitate their smooth employment. Therefore, universities should follow a series of technical and vocational demands derived from the digital economy background, and optimize the current professional curriculum system with employment as the guide, accelerate the setting of professional demands for new engineering, new business, new humanities, etc., so as to cultivate the quality and ability of college students to independently engage in new professions under the digital economy in a targeted manner, and reserve sufficient talents for the development of the digital economy. In addition, under the background of the digital economy, college students face diverse career choices. Therefore, students must have certain moral judgment ability and value selection ability, which is an important part of ideological and political education in universities. Universities should incorporate relevant educational content to enhance students' employment ability into ideological and political education, such as improving students' legal awareness, making them better adapt to social industry norms, and being able to handle various social relationships in employment reasonably. In addition, universities should also advocate for teachers to integrate employment guidance into students' professional course teaching, achieve comprehensive, all-round, and whole process employment value orientation education for all staff, enhance students' sensitivity and acceptance of careers related to the digital economy, and cultivate their sense of social responsibility in new career fields.

3.3 Family Level: Renewal of Old Concepts and Support for Employment and Entrepreneurship

From the perspective of the employment status of college students, many of their career choices are deeply influenced by their families, especially those who are enthusiastic about entering the system. Most of them have not truly understood and been exposed to jobs within the system, but have listened to traditional employment concepts such as parents' so-called "iron rice bowl". Therefore, as parents of college students' career direction targets, they should abandon the traditional concept of seeking stability and dignity in their work as soon as possible, be more tolerant and understanding of some new professions emerging in the context of the digital economy, support their children to seize the opportunities of the times to start businesses and employment, encourage them to choose careers they love, and inform them of the difficulties they may encounter, thereby improving their ability to make independent choices, live independently, and be self-reliant. If children encounter setbacks in the process of employment, parents should guide them rationally, objectively, and calmly while calming their emotions, easing their employment pressure, and giving them confidence.

4 Conclusion

The employment value orientation of college students is directly related to the implementation of the fundamental task of moral education and talent cultivation in universities, as well as the realization of individual value of college students and the development of the social employment market. In the context of the digital economy, the employment value orientation of college students has shown some new characteristics. Society, universities, and families should take this as a basis to continuously enhance guidance for college students' employment, so as to effectively cultivate talents for the Party and the country, and focus on improving the comprehensive literacy and abilities of socialist successors in the new era.

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