

Research on the Improvement of College Students' Employability from the Perspective of New-Quality Productive Forces

Yang Liu, Zitao Chen*, Jia Gao

Organization Name: School of Materials Engineering, Hebei Vocational University of Industry and Technology, Shijiazhuang, 050091, China

*Corresponding author: chenzitao97@outlook.com

Abstract: This paper aims to explore the impact of new quality productivity on college students' employability and strategies for improvement. The article first introduces the background and significance of the study in the introduction, followed by a detailed explanation of the definition, characteristics, and impact of new quality productivity on the job market in the section on an overview of new quality productivity. Then, the paper analyzes the current issues related to college students' employability and emphasizes the necessity of enhancing their employability. Based on this, the paper proposes strategies for improving employability under the perspective of new quality productivity, including educational system reform, employability cultivation, policy support, and employment market adaptability. Finally, the paper concludes by emphasizing the importance of new quality productivity in enhancing college students' employability and presents an outlook for future research directions.

Keywords: new quality productivity; college students' employability; educational system reform; high-quality talent cultivation

1. Introduction

In the context of the rapid development of today's social economy, the concept of "new quality productivity" has gradually gained widespread attention and has had a profound impact on various fields, closely related to the improvement of college students' employability.

As an emerging form of productivity, new quality productivity represents an innovative, efficient, and sustainable development model. In such an era, exploring ways to improve college students' employability is of significant practical importance. With continuous technological progress and economic structural adjustments, the demand for talent in the job market is undergoing profound changes. College students, as the main force about to enter society, directly relate to both their personal career development and the stability and prosperity of society through their employability. On one hand, the emergence of new quality productivity has brought new industries and professions, providing more employment opportunities for college students. However, these emerging fields often require higher comprehensive qualities and professional skills from talent. On the other hand, traditional industries, driven by new quality productivity, are also constantly transforming and upgrading, posing challenges to the adaptability and innovation abilities of college students.

Therefore, in-depth research on improving college students' employability under the perspective of new quality productivity helps us better grasp the pulse of the times, providing strong guidance and support for the career development of college students. Through this research, we hope to offer valuable references for educational reform, policy making, and the development of college students themselves, thus promoting the smooth realization of employment for college students and contributing to social development.

2. Overview of New Quality Productivity

2.1 Definition and Characteristics of New Quality Productivity

As an emerging concept, new quality productivity has a unique definition and significant

characteristics. New quality productivity is not merely a continuation or extension of traditional productivity, but a completely new form of productivity arising from the combined effects of modern technology, innovative concepts, and the demands of social development.

In terms of definition, new quality productivity emphasizes innovation as the core driving force, integrating advanced scientific technologies, efficient management models, and sustainable development concepts. It no longer solely relies on the input of material resources and the quantity of labor, but places more importance on the critical roles of knowledge, technology, and innovation capabilities in the production process. For example, in the digital economy, the application of emerging technologies such as big data and artificial intelligence has greatly transformed production methods and business models, creating unprecedented value. This is a typical manifestation of new quality productivity.

The characteristics of new quality productivity are marked by high levels of innovation, integration, and sustainability. Innovation is its core feature; new quality productivity continuously drives technological innovation, product innovation, and business model innovation, injecting powerful momentum into economic growth and social development. Integration is reflected in its ability to break the boundaries between traditional industries, promoting the integration of technologies, resources, and elements from different fields, thereby forming new industrial ecosystems and economic growth points.

For example, the deep integration of manufacturing and the internet has given birth to new business models such as smart manufacturing and industrial internet. Sustainability is another important characteristic of new quality productivity. It emphasizes the rational use of resources and environmental protection, striving for coordinated development in the economic, social, and environmental spheres. Under the influence of new quality productivity, enterprises place more focus on green production, circular economy, and social responsibility to achieve long-term sustainable development.

A deep understanding of the connotations of new quality productivity is of great significance for grasping the pulse of the times, promoting economic transformation and upgrading, and enhancing the employability of college students.

2.2 Impact of New Quality Productivity on the Job Market

The emergence and development of new quality productivity have brought profound impacts on the job market in various aspects.

New quality productivity has facilitated the optimization and upgrading of industrial structures, promoted the intelligent and digital transformation of traditional industries, and fostered the development of emerging industries such as artificial intelligence, big data, and biotechnology. This has led to an increased demand for high-skilled, innovative talent, while the demand for traditional labor-intensive positions has decreased. For example, the smart manufacturing field requires specialized talents with programming, data analysis, and system integration skills, while some simple, repetitive labor positions are gradually being replaced by automation equipment. The rise of emerging industries has created a large number of new job positions, such as data analysts, algorithm engineers, and digital marketing experts, while also giving rise to some cross-disciplinary positions. However, the changes in job roles have also led to instability in the job market, requiring workers to constantly learn and adapt to new job requirements.

New quality productivity has influenced the salary levels in the job market. High-skilled, innovative talents are often able to command higher salaries, while workers with single, easily replaceable skills face limited salary growth potential and may even face salary reductions. This has exacerbated the income gap in the job market and prompted workers to place more emphasis on enhancing their skills and career development planning.

New quality productivity has also promoted innovation in employment models, with flexible employment modes such as remote work, freelancing, and part-time jobs becoming increasingly common. These models provide workers with more options but also raise the bar for their self-management abilities and professional qualities.

The impact of new quality productivity on the job market is multifaceted and deep-rooted. It brings both new opportunities and significant challenges. All stakeholders in the job market, including workers, enterprises, and governments, must actively respond in order to achieve a balanced and sustainable development of the job market.

3. Analysis of the Current Status of College Students' Employment Competence

3.1 Existing Problems in College Students' Employment Competence

It is of great significance to analyze the current problems in college students' employment competence under the perspective of new quality productivity^[1].

One of the most prominent issues is insufficient professional skills. Some college students fail to solidly master the core knowledge and skills of their major during their studies, leading to a lack of competitiveness in the job market. For example, some students in science and engineering fields exhibit a lack of ability in practical operations and solving complex technical problems, while liberal arts students also have shortcomings in written expression and logical thinking. Furthermore, the lack of practical experience is a common phenomenon. Many college students have limited opportunities to participate in practical activities during their studies and lack experience in real work scenarios. As a result, they often do not know how to approach specific tasks and take longer to adapt to the work^[2].

Another issue is poor communication and collaboration skills. In today's workplace, where teamwork is increasingly important, college students' lack of communication and team collaboration abilities can lead to inefficiency, negatively impacting team dynamics and work outcomes. A lack of career planning awareness is another problem that should not be overlooked. Some college students lack a clear career development plan, blindly following trends to choose popular industries or professions without considering their interests and strengths. This results in inaccurate career positioning and unclear goals during the job search process^[3].

Lack of innovation ability is also a key issue. New quality productivity emphasizes innovation-driven growth. However, some college students are accustomed to traditional educational models, with entrenched thinking patterns that hinder innovative thinking and spirit, making it difficult to meet the innovation demands brought by the development of new quality productivity.

Ultimately, insufficient psychological resilience is also one of the factors affecting employment. During the job search process, some college students tend to experience anxiety, inferiority, and other negative emotions when facing competition and setbacks, affecting their performance and career choices.

The problems in college students' employment competence^[1] are multifaceted and require significant attention. Effective measures must be taken to address these issues and meet the demands of new quality productivity in the talent market.

3.2 Necessity of Enhancing College Students' Employment Competence

In today's society, enhancing college students' employment competence is of critical importance. With the rapid development of the economy and continuous progress in technology, competition in the job market is becoming increasingly intense. As the main force entering the workforce, the level of employment competence of college students directly affects their career development and the stability and prosperity of society.

First of all, the enhancement of college students' employment competence is an inevitable requirement to meet social development needs^[4]. The emergence of new quality productivity has brought about adjustments and upgrades to industrial structures, with new industries and professions constantly emerging. Traditional knowledge and skills are no longer sufficient to meet market demands. College students need to possess comprehensive abilities such as innovative thinking, interdisciplinary knowledge, and team collaboration to adapt to the new employment environment and job requirements. Further improving employment competence helps enhance the quality of employment for college students. Those with strong employment competence can more easily find jobs that match their major and interests, leading to better career development opportunities and higher salaries. This not only meets personal material needs but also helps realize self-value, enhancing personal sense of achievement and happiness^[5].

The enhancement of employment competence is also significant for alleviating social employment pressures. Currently, the employment situation for college students is grim, with a prominent supply-demand mismatch in job positions. By enhancing college students' employment competence, their competitiveness in the job market can be improved, increasing employment opportunities and effectively alleviating social employment pressure, promoting social harmony and stability.

In addition, improving employment competence is a driving force for sustained economic development. Highly qualified and capable college students can create more value for enterprises and society, promote innovation and technological progress, and facilitate industrial optimization and upgrading, thus injecting vitality into the continuous growth of the economy.

Based on the above analysis, from the perspective of personal growth, enhancing employment competence helps college students cultivate good professional qualities and ethics, strengthens their ability to cope with pressure and adapt to changes, and lays a solid foundation for future career development. The enhancement of college students' employment competence is the result of the combined influence of multiple factors and is of vital necessity. Society, universities, and students themselves should pay great attention to this issue and work together to enhance students' employment competence to meet the demands of the job market under the framework of new quality productivity.

4. Strategies for Enhancing Employment Competence under the Perspective of New Quality Productivity

4.1 Educational System Reform and Employment Competence Development

Under the perspective of "new quality productivity," educational system reform plays a crucial role in the development of college students' employment competence. With the continuous development of new quality productivity, the traditional educational model can no longer meet the new demands of the job market for students' competencies^[6].

The first aspect of educational system reform is the optimization of curriculum design. In the context of new quality productivity, emerging technologies and innovative thinking have become key factors in the employment market. Therefore, universities should introduce courses related to new quality productivity, such as artificial intelligence, big data analysis, and innovation management, to enable students to master cutting-edge knowledge and skills. At the same time, course content should focus on the combination of theory and practice, using case studies, project practice, and other methods to cultivate students' ability to solve real-world problems.

Innovation in teaching methods is also a critical component of educational system reform. Traditional lecture-based teaching no longer fully stimulates students' enthusiasm and creativity. Teaching methods such as group discussions, project-driven, and problem-oriented approaches should be introduced to encourage students to think independently and actively explore. For example, by collaborating in groups to complete a project related to new quality productivity, students can not only improve their teamwork skills but also deepen their understanding and application of knowledge through practice.

Furthermore, educational system reform must strengthen faculty development. Teachers are a key factor in education, and only those with knowledge and practical experience related to new quality productivity can better guide students. Universities should encourage teachers to participate in training, further education, and industry practice to enhance their professional skills and practical capabilities. In addition, inviting industry experts and elites as adjunct professors can provide students with the latest industry trends and practical experiences.

Strengthening practical teaching is indispensable for the development of college students' employment competence. Universities should enhance cooperation with enterprises, establish internship bases, and create industry-university-research cooperation platforms to provide more practical opportunities for students. Through internships, students can gain an understanding of actual business needs and workflows, adapt to the workplace environment in advance, and accumulate work experience.

Moreover, educational system reform should emphasize the development of students' overall qualities. In addition to professional knowledge and skills, communication abilities, leadership, and innovative spirit are also highly valued in the employment market of the new quality productivity era. Universities should offer related courses and activities to cultivate students' comprehensive qualities, making them more competitive in the job market.

In summary, educational system reform is an important way to enhance college students' employment competence under the perspective of new quality productivity^[7]. Through measures such as curriculum optimization, innovative teaching methods, faculty development, strengthening practical teaching, and fostering overall qualities, higher education institutions can provide better educational

resources and broader development space for students, helping them better adapt to the changes in the employment market brought by new quality productivity and achieve their career development goals.

4.2 Policy Support and Employment Market Adaptability

Under the perspective of new quality productivity, policy support plays a vital role in improving college students' adaptability to the employment market. Government guidance and support can create a more favorable employment environment for college students, helping them better adapt to the changing demands of the job market.

Government policies directly provide security and support for college students' employment, such as tax incentives to encourage enterprises to hire graduates, establishing special funds to support entrepreneurial projects, and expanding employment channels^[8]. Policies also promote the standardization and fairness of the employment market by strengthening supervision, combating unfair competition and employment discrimination, and protecting students' legal rights. Additionally, policies guide universities and enterprises to cooperate, build industry-university-research platforms, facilitate the transformation of research achievements, offer practical opportunities, and enhance students' practical abilities and employment adaptability^[9]. The government also establishes employment information service platforms to release employment policies and market information, helping students seize job opportunities and improve their employment success rate.

In conclusion, policy support plays an irreplaceable role in enhancing college students' adaptability to the employment market under the perspective of new quality productivity. Only through the joint efforts of the government, universities, enterprises, and students themselves, and by fully leveraging the guidance and support provided by policies, can the employment environment be continuously optimized, students' employment competence and quality be improved, and full and high-quality employment for college students be achieved, thereby providing strong talent support for the development of new quality productivity.

5. Conclusion

Under the perspective of new quality productivity, research on enhancing college students' employment competence has achieved certain results, but challenges and opportunities still remain to be explored. Technological advancements and adjustments in the socio-economic structure require us to pay attention to their changes and promptly adjust cultivation strategies. College students need to recognize these changes, actively improve their employment competence, focus on both professional knowledge and comprehensive quality development, and maintain enthusiasm for learning. Educational institutions should optimize curricula, strengthen practical teaching, and provide more opportunities to engage with cutting-edge technologies in collaboration with enterprises to realize the integration of industry, academia, and research. Government departments need to improve policies, create a favorable environment for college students' employment, support innovation and entrepreneurship, and provide employment guidance and training resources.

References

- [1] Xie, S., & Su, Y. (2023). Analysis of the impact of technological innovation investment on college students' employment: A case study of college students' employment in Guangdong Province. *Journal of Xingtai Vocational and Technical College*, 40(1), 39-46.
- [2] Tang, Y. (2024). Research hotspots and evolving trends in college students' employment issues. *Cooperative Economy and Technology*, 2024(05), 91-93.
- [3] Wang, Q., Li, K., & Sha, Y. (2023). Research on factors influencing the realization of high-quality employment for college students from a configurational perspective. *China University Science and Technology*, 2023(12), 65-71. DOI: 10.16209/j.cnki.cust.2023.12.030.
- [4] Tang, X. (2009). Research on improving college students' employment capacity in the talent cultivation model combining work and study. *China Adult Education*, 2009(07), 76-77.
- [5] Yu, T. (2024). Research on the matching degree between college students' employment policies and market demand. *Journal of China Multimedia and Network Teaching (Mid-Month Issue)*, 2024(01), 197-200.
- [6] Jiang, X. (2023). Exploration of cultivating innovative ability of graduate students in applied economics under the "new management" construction: A case study of Anhui University of Technology.

Research on Applied Higher Education, 8(03), 76-79+88.

[7] Jiang, L. (2024). *Exploration of a model for cultivating college students' employment competence through short video production resources*. *Seeking Talents*, 2024(01), 53-55.

[8] Zhang, Y. (2024). *Strategies for improving the employment quality of college graduates from the perspective of psychological resilience*. *Cooperative Economy and Technology*, 2024(07), 98-100.

[9] Li, Y. (2024). *Employment issues and capacity improvement pathways for graduates from higher vocational colleges: A study based on the teaching practice of "Career Planning and Employment Guidance" for college students*. *China Employment*, 2024(02), 59-61.