

A Comparative Study on The Influencing Factors of College Students' Employment: A Case Study of Jiangsu University

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Abstract: At present, the employment situation of college students is mixed, which has aroused wide attention from all walks of life. The employment problem of college students not only needs the help of the government and society, but also needs college students to improve their comprehensive quality and prepare for the future employment. Based on the survey data of the graduates of Jiangsu university for five consecutive years, this paper makes a comparative study of the influencing factors and explores the main factors affecting the employment of college students. The results show that there are 21 main factors affecting the employment prospects of college students. Among them, there are 8 factors related to importance and 13 factors related to level. The most influential factors are the importance of active learning ability, followed by the ability level required by work, the ability level of positive learning required by work, the level of knowledge required by job, the ability level mastered at graduation, and the importance of effective oral communication ability. Overall, improving the ability of active learning and job requirement is very important for college students' future employment, and other influencing factors can also promote college students' future employment.

Keywords: Jiangsu university; University graduate; Employment; Mean value

1 Introduction

With the development of social economy, people's demand for education is growing. Since 1999, the enrollment of higher education in China has expanded, and the number of university graduates has increased year by year. [1]. In 2017, the number of college graduates in China reached 7.358 million [2]. In addition, the number of students who have not been employed in the past years, the graduates in China are facing a severe employment situation. The employment of university graduates is not only related to their own development, but also directly affects the development of China's higher education. It is also related to China's social human resources and economic development [3]. There are many factors affecting the employment of college students. It is of great significance to determine the main factors affecting employment for solving the current employment problem and guiding the employment of college students themselves in China.

Many scholars have studied the influencing factors of college students' employment and analyzed the importance of the influencing factors. Bai (2008) utilized comparative analysis to analyze the influence of social capital and human capital on college students' employment. It was concluded that the importance of human capital is higher than that of social capital [4]. Lu (2009) conducted a questionnaire survey on the employment status and influencing factors of 158 fresh nursing undergraduates. Results showed that vocational knowledge and operational skills, appearance and communication skills were the top three factors affecting employment [5]. Chen (2012) utilized association rules to study the internal and external factors that affected college students' employment. The results indicated that the comprehensive quality of college graduates is the key factor of employment [6]. Through questionnaires, Fu (2012) used the method of collective survey to analyze the employment situation of normal university students. This paper probed into the main factors affecting the employment of normal university graduates from personal, family, school and policy aspects, and put forward relevant suggestions [7]. Based on the survey of college graduates' intention and destination in dalian region, Ban (2013) analyzed the current situation of college graduates' difficult employment and the existing influencing factors. It provided practical

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countermeasures to solve the problem of graduate employment [8]. Liu (2017) made an investigation and analysis on the employment situation of college students, and summarized the factors affecting the employment of college students. The influencing factors included urban living standard, family status and industrial development prospect [9]. In addition to theoretical analysis, some scholars also studied the factors affecting the employment of college graduates by establishing models. Liu (2008) established the two-class Logistic model to quantitatively analyze the employment situation of college students. The results showed that the gender, age and political status of college graduates had a significant impact on their employment, while the education background and graduate colleges have no significant impact on the employment status of college students [10]. Qi (2009) established Logit model to estimate and test the factors that affect the employment of university graduates. It was found that college students' English proficiency, whether to minor in other majors, time arrangement after school and the intensity of job hunting had significant effects on employment [11]. Qian (2008) adopted the grey correlation analysis method to find out the main factors affecting college students' employment by establishing the grey relational analysis model. The study found that social factors and personal factors were the main factors affecting college students' employment [1]. Based on grey correlation and AHP model, Zheng (2012) studied the influencing factors of college students' employment in Hubei Province. The results showed that there were significant correlations between college students' employment and their own quality, unemployment insurance, foreign direct investment and other factors [12].

Many studies have analyzed the factors affecting college students' employment, but few quantitative studies have been conducted. Based on the employment survey data of college students for five consecutive years, this paper makes a comparative study of the influencing factors and explores the main factors affecting college students' employment. It aims to provide guidance for college students' employment prospects. The rest of the article is as follows: Section 2 is data sources. Results followed by Section 3. At last, Section 4 draws conclusions.

2 Data sources

In this paper, the original data are derived from the employment survey of 1753 graduates of Jiangsu university from 2013 to 2017. The value range of each factor is 0-1, and the closer the value is to 1, the greater the impact of this factor on college students' employment. By comparing the annual average value of each influencing factor, this paper finds out the main factors affecting the employment prospect of college students, and provides guidance for their future employment.

3 Results

According to the survey data of college students' employment, the average value of factors affecting college students' employment from 2013 to 2017 is calculated, and the corresponding year's line chart (Fig. 1) and summary chart (Fig. 2) are drawn.

Combined with Figs. 1 and 2, there are significant differences in the impact of various factors on college students' employment, but the main factors do not change. In order to determine the main influencing factors, a breakdown chart of the annual average values of each influencing factor from 2013 to 2017 was drawn (Fig. 3). Sort the annual average value, and screen out the influencing factors whose influence degree is more than 0.2 (Table 1).

From Table 1, we find that a total of 21 factors have a great impact on the graduation prospects of college students. Among them, there are 8 factors related to importance and 13 factors related to level. The most influential factors are the importance of active learning ability, followed by the ability level required by work, the ability level of positive learning required by work, the level of knowledge required by job, the ability level mastered at graduation, and the importance of effective oral communication ability. College students need to improve the ability of active learning and job requirements to enhance the competitiveness of future employment.

4 Conclusions

Based on the survey data of the graduates of Jiangsu university for five consecutive years, this paper makes a comparative study of the influencing factors and explores the main factors affecting the employment of college students. The results show that there are 21 main factors affecting the employment prospects of college students. Among them, there are 8 factors related to importance and 13 factors related to level. The most influential factors are the importance of active learning ability, followed by the ability level required by work, the ability level of positive learning required by work,

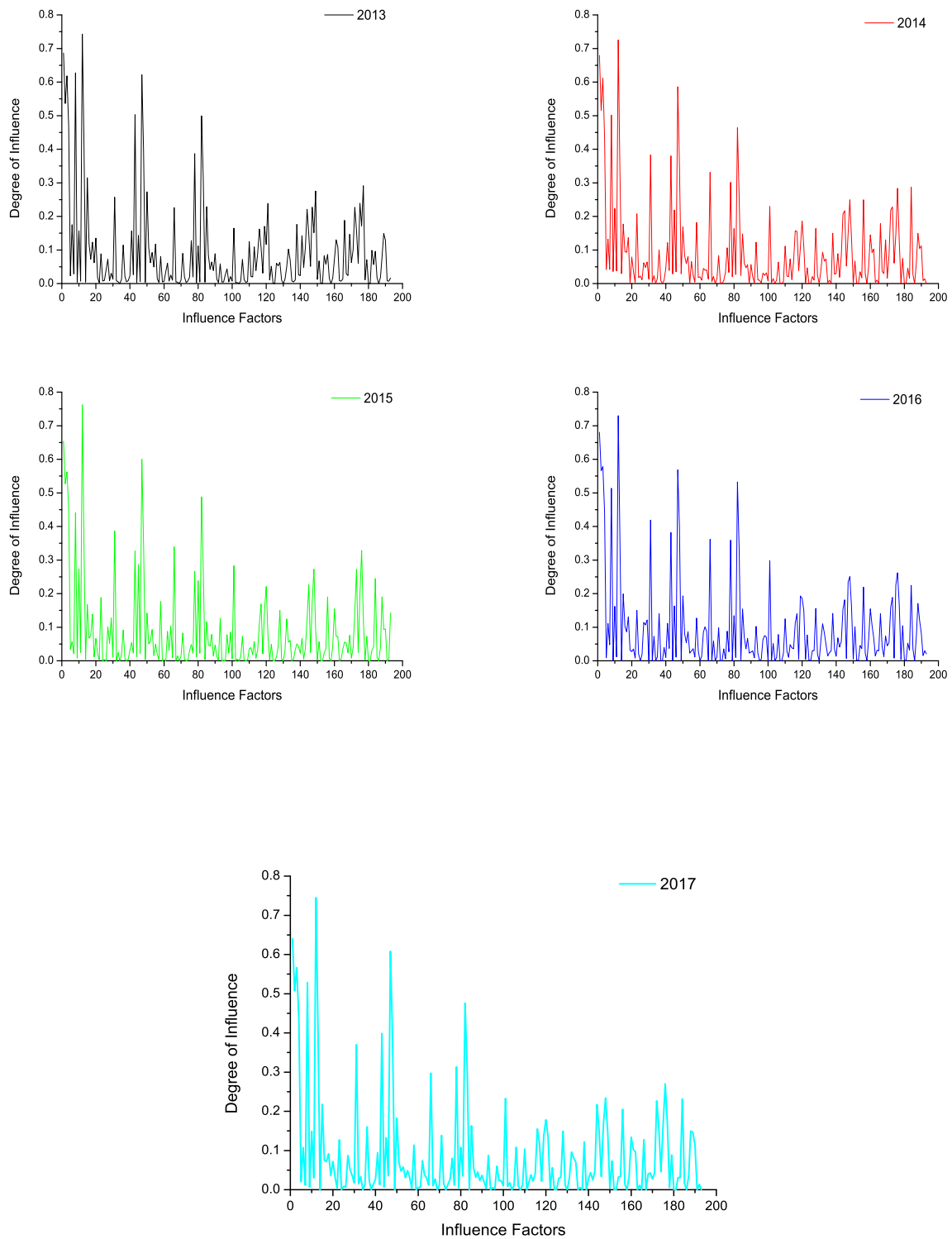


Figure 1: Mean value of factors affecting college students' employment in 2013-2017.

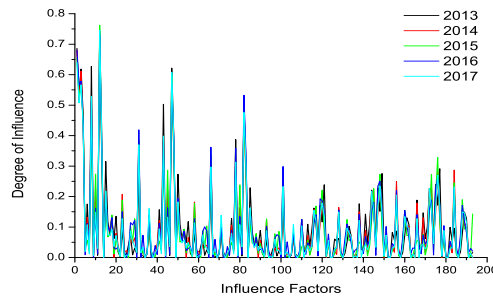


Figure 2: Annual average of influencing factors on college students' employment from 2013 to 2017.

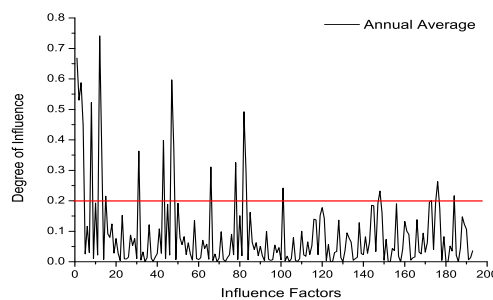


Figure 3: Mean value of influencing factors on employment of college students from 2013 to 2017.

Table 1: Major factors of employment prospects for university graduates and their influencing degree.

Category	Influence factors	Degree of influence
Importance	Positive learning ability	0.7411
	Effective oral communication ability	0.5225
	Learning method ability	0.3911
	Difficult solving ability	0.3630
	Engineering and technical knowledge	0.2631
	Mechanical knowledge	0.2168
	Understanding the ability of others	0.2153
	Design knowledge	0.2013
Level	Ability to require by work	0.6682
	Ability to positive learning required by work	0.5969
	Knowledge required for work	0.5874
	Ability to master at graduation	0.5305
	Ability to positive learning required at graduation	0.4920
	Knowledge acquired at graduation	0.4482
	Ability to effective oral communication skills required by work	0.3982
	Ability to learn methods required by work	0.3720
	Ability to effective oral communication skills required at graduation	0.3256
	Ability to solve difficult problems required by work	0.3111
	Ability to master learning methods at graduation	0.2962
	Ability to solve difficult problems required at graduation	0.2418
Engineering and technical knowledge required by work	0.2317	

the level of knowledge required by job, the ability level mastered at graduation, and the importance of effective oral communication ability. Overall, improving the ability of active learning and job requirement is very important for college

students' future employment, and other influencing factors can also promote college students' future employment.

The purpose of this study is to provide guidance and help for the future employment of college students. College students should focus on cultivating the ability of active learning and the ability needed for their work. At the same time, they should strengthen the ability of active learning and the level of knowledge required for their work. College students should keep pace with the times and improve their comprehensive ability to stand out in the future employment wave.

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