

Investigation and Countermeasure Research on Employment Behavior Decision by Employment Environment of College Graduates

Min Duan and Yongbo Lv*

School of Traffic and Transportation, Beijing Jiaotong University, Beijing 100044, P.R. China

Abstract: At present, the employment situation of college graduates is grim, which has caused wide concerns in the whole society. How to improve the competitiveness of college graduates, to adapt to the employment environment, to help college graduates to smooth employment has become an urgent problem to be solved. According to the investigation of college graduates' employment environment, the author analyzes and studies the employment status of college graduates and proposes that higher education can improve the employment competitiveness of college students through the analysis of higher education. This paper finds out advantages and disadvantages in the process of personnel training in colleges and universities, puts forward the countermeasures to improve the employment environment of college graduates, and proposes suggestions for the further development of college graduates' employment.

Keywords: College graduates, employment environment, employment behavior decision, investigation.

1. INTRODUCTION

The year 2014 has gotten the most college graduates of 7.27 million, indicating a harder employment situation of college graduates and the task we shoulder is more than ever daunting. As a problem each college graduate may encounter, employment has caused wide concerns in the whole society, which may exert influence on college students' prospect and the realization of life values. The increased college graduates and limited posts offering to college graduates have caused the following situation: unemployment upon the graduation. How is the employment situation for college graduates titled with "God's favored ones" and how to adapt to the current serious employment situation as an ordinary worker? All these problems ought to be solved in the job-seeking process of college graduates. The author designs "college graduates' employment questionnaire" and conducts an investigation and interview for college graduates of different types, majors, and layers. In this way, the author has gotten the college graduates' psychological present situation on employment and the influences on employment by the environment to provide college graduates' job selection and employment with the primary information.

2. DATA INVESTIGATION

2.1. Data Collection

The indicator system of core employability actually constructed by college students' employment environment collects data by using the expert grading method to assign indicators. According to the composition of sample, the investigation shall be made by issuing questionnaires to students majoring in related professions of 20 colleges, and sending questionnaires to the current year's graduates, previous

years' graduates, and companies' human resource management employees by letters and emails. There are 29 three-grade indicators in the evaluation system need to be graded by respondents, wherein the grading range is from 1 to 5 points. There are 11000 issued questionnaires and 9720 valid returned questionnaires, valid usable return rate of 88.36 %, satisfying the sample standard. The samples are widely covered, wherein both the sample size and sample representativeness meet the requirements of statistical analysis. Therefore, the information reflected and the conclusion obtained could be provided with a good statistical significance.

2.2. Investigation and Analysis Method

We conduct the factor analysis of survey data by SPSS17 statistical analysis software and make analysis of original data by using factor analysis method. Without prejudice to or less prejudice to information reduction, factor analysis method is a multivariate statistical method by adopting the dimension reduction thought to transfer numerous indicators into a few potential factors masterly generalizing the information contained in the data. Based on the dimension reduction thought, we also use reliability analysis, utility analysis, analytical judgment of fitable factors, extraction of common factors, determination of factor number, and calculation of factor component Matrix. By studies on internal structures of indicators, we have found out several comprehensive indicators affecting the core employability of college students, and construct the multi layered comprehensive evaluation model for core employability of college students.

3. CONCLUSIONS OF STATISTICAL ANALYSIS

3.1. Analysis on Description of Personal Physical Features

The personal physical features of college students are made up of numerous elements, such as age, gender, nationality, education background, belief. For the current year's college

students, the difference in age is not significant, so it is abstracted away from the influence on employment behavior decisions. In combination of this paper’s study objectives and perspectives, we choose gender, education background, school level, and score as measurement criteria, and conduct a cross analysis with the employment behavior decisions. The results are shown in Table 1.

According to Table 1, the situation of college students’ employment can be reflected:

3.1.1. The Difficulty of Employment Behavior Decisions in Males is Smaller than Females

Among respondents, there are 228 males with a proportion of 55.7%, 47 more than females, which are 181 with a proportion of 44.3%. In general, the sex proportion is appropriate.

16.2% females thought that the difficulty of employment behavior decisions is very small, while that proportion in females is 1.8%. On the contrary, 2.2% females thought that the difficulty of employment behavior decisions is very large, while that proportion in females is 7.7%. The statistical results have shown that, males’ difficulty of employment behavior decisions is smaller than females, in other words, the males’ difficulty of employment behavior decisions is smoother than females. The analysis result supports H1d: on equal conditions, males have smoother employment behavior decisions than females.

3.1.2. Higher Education Level Results in Smaller Difficulty of Employment Behavior Decisions

Among respondents, there are 291 people with bachelor degrees, accounting for 71%, 102 people with junior college degrees, accounting for 25%, and 16 people with master and

Table 1. Crosstab of personal physical features and difficulty for employment behavior decisions.

| | | | Level of difficulty for employment behavior decisions | | | | | Total |
|----------------------|------------------|-------|---|-------|---------|-------|------------|--------|
| | | | Very small | Small | General | Large | Very large | |
| Gender | Male | Count | 37 | 127 | 43 | 16 | 5 | 228 |
| | | % | 16.2% | 55.7% | 18.9% | 7.0% | 2.2% | 100.0% |
| | Female | Count | 16 | 85 | 40 | 26 | 14 | 181 |
| | | % | 8.8% | 47.0% | 22.1% | 14.4% | 7.7% | 100.0% |
| Education background | Junior colleges | Count | 6 | 58 | 23 | 7 | 8 | 102 |
| | | % | 5.9% | 56.9% | 22.5% | 6.9% | 7.8% | 100.0% |
| | General colleges | Count | 46 | 142 | 58 | 34 | 11 | 291 |
| | | % | 15.8% | 48.8% | 19.9% | 11.7% | 3.8% | 100.0% |
| | Master degree | Count | 0 | 7 | 2 | 1 | 0 | 10 |
| | | % | .0% | 70.0% | 20.0% | 10.0% | .0% | 100.0% |
| | Doctor degree | Count | 1 | 5 | 0 | 0 | 0 | 6 |
| | | % | 16.7% | 83.3% | .0% | .0% | .0% | 100.0% |
| School level | 985, 211 | Count | 15 | 34 | 15 | 3 | 4 | 71 |
| | | % | 21.1% | 47.9% | 21.1% | 4.2% | 5.6% | 100.0% |
| | General colleges | Count | 32 | 122 | 47 | 30 | 6 | 237 |
| | | % | 13.5% | 51.5% | 19.8% | 12.7% | 2.5% | 100.0% |
| | Junior colleges | Count | 6 | 56 | 21 | 9 | 9 | 101 |
| | | % | 5.9% | 55.4% | 20.8% | 8.9% | 8.9% | 100.0% |
| Score | Former 25% | Count | 23 | 48 | 21 | 10 | 2 | 104 |
| | | % | 22.1% | 46.2% | 20.2% | 9.6% | 1.9% | 100.0% |
| | 25%-50% | Count | 14 | 68 | 32 | 8 | 4 | 126 |
| | | % | 11.1% | 54.0% | 25.4% | 6.3% | 3.2% | 100.0% |
| | Later 50% | Count | 16 | 96 | 30 | 24 | 13 | 179 |
| | | Male | % | 8.9% | 53.6% | 16.8% | 13.4% | 7.3% |

doctor degrees. Because college students are major subjects of the study, so the survey objects are mainly general colleges and junior colleges.

Among respondents with bachelor degrees, 15.8% of them thought that the difficulty of employment behavior decisions is very small, while the proportion in respondents with junior college degrees and doctor degrees are 5.9% and 16.7%, respectively. On the contrary, among respondents with bachelor degrees, 3.8% of them thought that the difficulty of employment behavior decisions is very large, while the proportion in respondents with junior college degrees is 5.9% 7.8%, and both respondents with master and doctor degrees are 0. The statistical results have shown that, higher education level results in smaller difficulty of employment behavior decisions and smoother process of employment behavior decision. The analysis result supports H1a: higher education level results in smoother employment behavior decisions.

3.1.3. Higher School Level Results in Smaller Difficulty of Employment Behavior Decisions

There are 237 respondents from general universities and colleges, accounting for 47.9%, 101 from college graduates and higher junior universities and colleges, accounting for 24.7%, and 71 from 985 or 211 universities and colleges, accounting for 17.4%. It can be obviously seen that the respondents are mainly from general universities and colleges.

Among respondents from 985 or 211 universities and colleges, 21.1% of them thought that the difficulty of employment behavior decisions is very small, while the proportion in respondents from general universities and colleges, and from the college graduates and higher junior universities and colleges are 13.5% and 5.9%, respectively. On the contrary, among respondents from 985 or 211 universities and colleges, 5.6% of them thought that the difficulty of employment behavior decisions is very large, while the proportion in respondents from general universities and colleges, and from the college graduates and higher junior universities and colleges are 2.5% and 8.9%, respectively. The statistical results have shown that, higher school level results in smaller difficulty of employment behavior decisions. The analysis result supports H1a: higher school level results in smoother employment behavior decisions.

3.1.4. The Better Academic Performance, the Less Difficulty of Behavior Decision-making

In order to show the influence of academic performance on decision-making of employment behavior, the academic performance is divided into three intervals: A interval (be-

fore 25%), B interval (25-50%), C interval (after 50%). In the survey, there are 179 graduates in C interval, accounting for 43.8%; 104 graduates in A interval, 25.4%; 126 graduates in B interval, 30.8%.

In A interval, 22.1% of them believe the difficulty of decision-making of employment behavior is very small. In B interval the figure is 11.1% and in C interval it's 8.9%. On the contrary, In A interval, 1.9% of them believe the difficulty of decision-making of employment behavior is great. In B interval the Fig. is 3.2% and in C interval it's 7.3%. These show that the better academic performance college graduates have, the less difficulty of behavior decision-making they will encounter. Their behavior decision-making goes smoothly. Analytical result supports hypothesis H1b: the better academic performance, the more successful decision-making of employment behavior.

1) Survey data (Table 2) shows 77.97% of graduates are quite content with their quality. While 53.88% of graduates are satisfied with their ability. 51.38% think that their disposition is very good. It can be seen that graduates are generally pleased with their quality and really proud of it. However, only one third of them are satisfied with their knowledge.

Table 2. Self-understanding.

| Self-satisfaction | Percentage (%) |
|-------------------|----------------|
| Disposition | 51.38 |
| Knowledge | 36.24 |
| Ability | 53.88 |
| Appearance | 38.56 |
| Quality | 77.97 |
| Others | 3.43 |

2) Survey data (Table 3) shows: as to learning plan in college period, 67.67% of graduates only have phased planning, more than 7% of graduates never think that there should be a plan in learning. In terms of plans after graduation, 59.582% of graduates choose to go for a higher education. 63.81% of graduates want to work. These highlight the importance of training concept of higher education.

3) Survey data (Table 4) shows that college graduates have a balance evaluation in each factor in comprehensive quality, preferring to management. It indicates that education

Table 3. Learning plan and what to do after graduation.

| Learning plan | Percentage (%) | Plan after graduation | Percentage (%) |
|-------------------|----------------|-----------------------|----------------|
| Overall plan | 16.67 | Work | 63.81 |
| Phased plan | 67.67 | Further study | 33.58 |
| Unsystematic plan | 9.52 | Wait opportunity | 13.67 |
| None | 7.14 | None | 0 |

Table 4. Evaluation of personnel quality.

| Evaluation Quality | Very important (%) | Important (%) | Some influence (%) | It doesn't matter (%) |
|--|--------------------|---------------|--------------------|-----------------------|
| Comprehensive quality | 88.10 | 9.52 | 2.38 | 0.00 |
| Interpersonal and communication skills | 76.19 | 19.05 | 4.76 | 0.00 |
| Workhorse spirit | 61.90 | 28.57 | 9.52 | 0.00 |
| Teamwork | 83.33 | 9.52 | 7.14 | 0.00 |
| Enterprising spirit | 61.90 | 30.95 | 7.14 | 0.00 |
| Foreign language proficiency | 21.43 | 50.00 | 28.57 | 0.00 |
| Professionalism | 54.76 | 35.71 | 9.52 | 0.00 |
| Organizational skills | 52.38 | 28.57 | 19.05 | 0.00 |
| Management skills | 59.52 | 28.57 | 11.90 | 0.00 |
| Computer skills | 35.71 | 35.71 | 28.57 | 0.00 |

for all-around development proposed by China's contemporary educational circles has been recognized by most people. As universities hold school-running concept of "employment orientation, specialty construction focusing and all-around development pursuing", student's foreign language proficiency and computer skills need to be enhanced in actual operation.

Survey data (Table 5) shows the rational return of college graduates in terms of preferred unit and place. On the one hand, over the years the government's policies in areas such as economics and politics are conducive for fast development of medium and small enterprises; on the other hand, employment requirement of medium and small

enterprises is relatively low and graduates have good developing space. These advantages deeply attract them. As for place of employment, advantages of local employment become apparent since implement of strategy of multi-places economic development. The increasing cost of living in Beijing, Shanghai, Guangzhou and other places also influences graduates' choice for preferred place. In addition, most graduates know local situation well and are more likely to accept local enterprises in concept of life and work. All of these show that gratifying changes have taken place in college's concept of preferred unit and place of employment.

According to the analysis above, we can get the multi-level comprehensive index system of core employability of college graduates, as is shown in Fig. (1).

Table 5. Preferred unit and place of employment.

| Employment units | Percentage (%) | Preferred place of employment | Percentage (%) |
|-----------------------------------|----------------|--|----------------|
| State organs | 29.53 | Beijing, Shanghai and Guangdong province | 33.57 |
| Public institution | 23.33 | Pearl River Delta, Yangtze River Delta | 10.00 |
| Foreign invested enterprises | 26.19 | Home | 49.76 |
| small and medium-sized enterprise | 20.95 | Other places | 6.67 |

4. COUNTERMEASURES AND SUGGESTIONS

The data analysis of employment environment and employment process objectively reveals college graduate's behavior intention of employment. This paper puts forward the following countermeasures and suggestions according to field survey and analytical results.

1) Policy support for entrepreneurship of college graduates should be strengthened. Relevant government departments should develop comprehensive supportive policies for entrepreneurship of college graduates (such as: capital, reward, talent, venue), and support more college graduates.

2) Reform of talent training model should be strengthened and method of combining graduate design, job training and job placement should be carried out. Through combining theory with practice, employment units could be provided opportunity to know the basic information of graduates and regard it as a process assessment to employ them. Technical training should be enhanced and multi-certificates cultivation system should be implemented. These are very important for the reform of talent training model, as well as improving employability of graduates.

3) Construction of disciplines and professional levels should be enhanced and employment environment for graduates should be improved. Colleges should promote professional extension, content integration, expanding of direction and even the weakening and cancellation of specialty. They should further improve the professional structure, set flexible

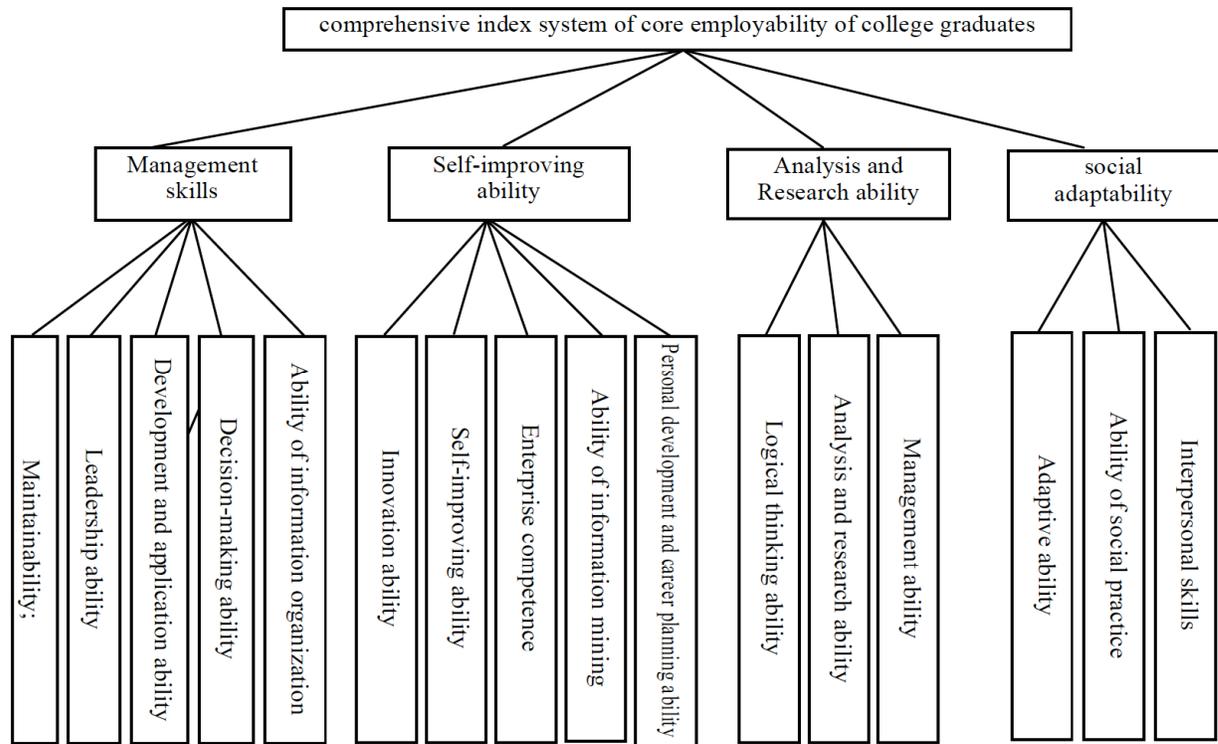


Fig. (1). Multi-level comprehensive index system of core employability of college graduates.

professional platform and expand professional direction together with enhancing the foundation. These measures are good for the employment and long-term development of graduates. As to curriculum teaching and setting, corresponding adjustment of the structure of traditional basic course, specialized course should be made, according to talent cultivation standard and actual demand. Colleges should add relevant practical courses in order to better combine theory with practice. They should value the mining of knowledge including new technologies, new processes and new materials, encourage and promote students to conduct scientific research and participate in the research work of teachers, and support them in finance and research condition. Colleges should also enhance the construction of practical base within campus, update training programs and tools, and construct modern engineering education and training center coordinated with development level of modern industry and modern technology.

4) Guidance of employment concept should be enhanced. Some negative employment habits should be corrected in order to minimize the negative effects of the employment environment. College graduates should deal with the difficulties of job seeking seriously, have a good understanding of self-value and face reality with good state of mind. They should actively integrate into the tide of reform and opening up and realize their own value in the building of a well-off society.

CONFLICT OF INTEREST

The author confirms that this article content has no conflict of interest.

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