

Research and Exploration on the Employment of Finance and Economics College Students Under the Background of Epidemic Situation

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Abstract— *The spread of the COVID-19 epidemic has a great impact on the form of employment in the world, and it also impacts the employment of college students. Through the research and exploration of the employment problems of college students in finance and economics colleges, this paper analyzes the impact of the epidemic situation on the employment of college students, discusses the integration of internal and external resources, optimization of employment services, and the establishment of College Students' Entrepreneurship incubation base, and puts forward effective measures to solve the current employment difficulties of college students, to broaden the employment path of College students in Financial and Economics College students under the new situation.*

Keywords— *COVID-19, Finance and Economics Colleges, Employment, Entrepreneurship.*

I. INTRODUCTION

Due to the impact of the global health emergency COVID-19 outbreak in 2020, the economy of all walks of life has been severely impacted. A large number of enterprises are more cautious in recruitment, and it is common to reduce or reduce recruitment. As a result, the number of unemployed people increases, leading to more serious employment problems and unprecedented challenges for employees [1]. For college students who have just left campus and have no work experience, employment is even more difficult [2]. At present, college graduates are faced with new forms of employment, and the way of recruitment is also very different from the past [3]. In many enterprises, recruitment way is mainly used as a centralized way to preach, one-time a massive job recruitment, graduates can fully understand the standard of each post of talent needs and requirements, etc., so that enterprises can successfully recruit a large number of outstanding employees, but also make more students get the ideal job. However, due to the impact of the epidemic, more enterprises are currently using online recruitment, which is very unfavorable for some students. College graduates and employers do not understand each other's job demands, and employment channels lack interaction. Therefore, in the new situation, the orientation, forms, policies, problems, and causes of graduates' employment are all very different from those in the past [4]. To solve the employment problem of college students as far as possible, and improve the employment rate of colleges and universities, the school has taken some positive measures and methods.

II. EMPLOYMENT PROBLEMS

At present, the employment problems of college graduates are faced in different forms are listed as follows:

(1) Improve the standards of talent requirements

The employment standard of the enterprise refers to that the required talents can meet the basic responsibility requirements of the post provided by the enterprise, that is, the basic quality of the applicant is matched with the post provided, and the feedback of the enterprise is proportional to the efforts of the incumbent [5]. Only in this way can the utility of the post be maximized and the goal of helping the enterprise to make profits be realized. In the fierce market competition environment, the recruitment and employment mechanism of some enterprises is not perfect, recruitment requirements are blind and unreasonable. In addition, some enterprises lack a sound long-term mechanism for talent cultivation, resulting in the waste and loss of human capital, resulting in the phenomenon of "low aptitude" and "excess qualification" of college students. At the same time, it also intensifies the competition in the job market to a certain extent and increases the difficulty of college students' employment.

(2) The irrationality of college curriculum

At present, the problems existing in the training system of finance and economics colleges also aggravate the structural contradiction between the employment supply and demand of college students [6]. It is mainly manifested in the imbalanced and unreasonable setting of disciplines and majors, and the disconnection between professional training and actual working situation, which makes the students of some majors face the problems of low professional matching rate and limited employment opportunities when they graduate. Some courses in colleges and universities are more theoretical and have less practical guidance, leading to the lack of practical knowledge, professional skills, and structural matching degree of employment ability of some graduates. And the teachers' quality is not high, employment guidance course content and the form of a single, targeted for the college students job skill training is insufficient, that may occur in the process of college students' job stress and anxiety status also lack the necessary psychological counseling and intervention, to college employment problem not alleviate psychological pressure.

Therefore, colleges and universities in finance and economics should speed up the solution of the outstanding problems existing in the employment guidance of college students, comprehensively upgrade the curriculum content, build a comprehensive employment service platform, improve the scientific and professional employment guidance, improve the employment quality evaluation mechanism, and build personalized and humanistic care of college students employment guidance service system. So as to effectively improve the quality of career development and employment guidance services in colleges and universities, and help college students smoothly achieve the transition to the workplace.

(3) College students lack employability skills

College students in finance and economics universities are not fully prepared for employment and lack employment psychological capital and employment ability [7]. The specific manifestations are described as: the theory cannot be connected with the practice, the knowledge application and transformation ability are low, the innovation and entrepreneurship spirit and ability are insufficient, etc. Therefore, in order to improve the quality of employment, college students should fully explore the employment environment and understand the new trend of employment; Adjust employment concepts actively to adapt to the new trend of employment; At the same time, we will strengthen capacity building and grasp the new trend of employment.

III. EMPLOYMENT STRATEGIES

To improve the ability of graduates' employment problems in finance and economics university, the school measures simultaneously, actively integrating the resources face-to-face and optimizing the structure of employment services, actively adapting to the new form of employment, by expanding the employment channels, and actively exploring the job market, to ensure the quality of the number of recruiters don't reduce, innovative work methods, to achieve "the cloud" uninterrupted network recruiting. The specific and effective strategies are described as follows:

(1) Carry out classified guidance to promote the improvement of vocational ability

The school actively carries out targeted classified guidance, special guidance, employment intention discussion, face-to-face guidance, employment recommendation, and policy interpretation by class teachers to provide graduates with refined three-dimensional services and improve students' employment competitiveness. At the same time, key teachers are selected to conduct classified guidance for graduates with different employment intentions, such as enterprise employment, domestic postgraduate entrance examination, overseas study, civil service examination, grassroots projects, and so on. During the epidemic period, the school made full use of the new media platform to communicate with each other on a series of issues such as employment, admission, and graduation design, which improved the effect of employment guidance. Through various types of targeted guidance, make the newly graduated college students have a certain

improvement in vocational ability, but also laid a preliminary foundation for employment.

(2) Carry out online platform services to increase employment opportunities

Through the online platform, we continue to push all kinds of relevant employment information and preferential policies to the graduates, and carry out the "network + express" service for the graduates to change the assignment of registration card, reapply for an employment agreement, civil servant interview recommendation form, political review letter, employment appraisal materials, and other services. Open employment service line online, answer the questions of employers and students, carry out policy publicity, information bulletin, and online Q&A services. All departments of the university have taken more solid and effective measures to reduce the impact of the epidemic on graduates' employment and realize continuous employment services during the epidemic prevention and control period. The university has actively carried out a variety of online services to increase and create employment opportunities for college students and protect the employment of college graduates during the epidemic.

(3) Establishment of business incubation bases for college students

Further through the establishment of college students' school business incubators, employ executives as mentors, practice the "one to one" instruction, and through the organization of all kinds of lectures, BBS and salon activity, introduction of national policy, taxation and intellectual property rights, etc., to provide the corresponding policy support and technical services integrated platform, training college students' awareness of their own businesses, In order to promote entrepreneurship to promote employment, so as to reduce the demand for employment, relieve the employment pressure of the society, so that college students change the concept of employment, establish a correct concept of entrepreneurship.

(4) Improve their awareness and establish a good employment mentality

Employment is ultimately reflected in the results of students, the school carried out a series of measures, in the final analysis, is to solve the employment problem of college students, so as college students, we should depart from ourselves, correct ideas, set up the correct greatly, to realize the employment is not only realized their value but also contribute to the family and society, should be based on the current actual situation, adjust your employment strategy and take the initiative to get the right job. It is an indisputable fact that employment pressure has increased during the epidemic. Therefore, talents are not scarce.

Therefore, college students in finance and economics should lower their dignity and establish a good employment mentality, to develop themselves in work and grasp new opportunities.

IV. CONCLUSIONS

In this paper, the university optimized employment services by integrating internal and external resources; The establishment of college students' entrepreneurship incubation base to reduce employment pressure. This paper gives full play to the role of employers and graduates in the process of college students' employment and puts forward the reform ideas and students' efforts to solve the employment problem by expanding the market demand for graduates' resources, adjusting the relationship between supply and demand of graduates' resources and investing in the allocation of graduates' resources.

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