

THE CURRENT SITUATION OF COLLEGE STUDENTS' OCCUPATIONAL TENDENCY AND COUNTERMEASURES--TAKING HUBEI INSTITUTE OF SCIENCE AND TECHNOLOGY AS AN EXAMPLE

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Abstract: Improving the level of quality of university student employment work is the key to dealing with the current problems of university student employment. To this end, the use of Hollander occupational types tested 274 college students in Hubei Institute of Science and Technology, the results show that the number of college students in the six occupational types there is a big difference, and continue to analyse the occupational types of male and female college student groups therein found that the occupational adaptations of male and female college student groups in the type of difference also exists. Therefore, in order to improve the overall employment level and quality of college students, in addition to setting up a mechanism for testing career adaptation and using the results to guide the employment of college students in major occupational types with a larger proportion of students, including male and female college students in occupational types with a larger number of students in the male and female groups, and based on this, paying due attention to college students in non-major occupational types with a smaller number of students. By doing so, the goal of improving the overall quality of university students' employment is achieved.

Keywords: Hollander occupational assessment; Occupational adaptation types; College student employment; Countermeasure analysis

1 INTRODUCTION

In the aftermath of the epidemic, the global economy continues to grapple with significant challenges, with many domestic enterprises resorting to downsizing and layoffs in an effort to maintain viability. Concurrently, the annual increase in the number of college students entering the workforce has led to mounting employment pressures among graduates, underscoring the urgent need for effective employment strategies [1]. This issue has garnered considerable attention from both the national and political agendas. Consequently, there is a necessity to analyse the vocational tendency of college students based on their psychological attributes, to guide college students' employment according to their vocational tendency, and to enhance their vocational matching degree [2]. This can not only effectively alleviate the employment difficulties of graduated college students, but also contribute to the high-quality development of college students' employment.

Research into the employment of domestic college students has been conducted from three perspectives: subjective influencing factors, objective influencing factors and comprehensive influencing factors. On the subjective influencing factors, the herd mentality coupled with conservative employment concepts [3], weak awareness of self-legal protection [4], and lack of innovation are the psychological factors affecting the employment of college students [5]. Poor adaptability to uncertain situations [6], professional skills, communication, collaboration and career planning are the ability factors affecting the employment of college students [7]. The degree of adaptation between higher education and changes in industrial structure [8], the cultivation of students' awareness of legal protection of employment in colleges and universities [9]. The degree of construction of a big-data employment information service platform [10] is influenced by a combination of social factors, including the government and the market, the employment supply and demand control mechanism, and the implementation of relevant employment policies [11]. These factors play a crucial role in shaping the employment outcomes of college students.

Furthermore, a number of scholars posit that the employment of college students is the result of a combination of subjective and objective factors. These factors encompass not only human capital indicators, such as college students' academic level and ability quality, but also social capital indicators, such as the family's socio-economic status and the relationship between teachers and students [12]. However, the crux of the matter lies in the ability of college students to satisfy the occupational needs of the occupational quality. Consequently, the cultivation of college students' vocational quality should be approached from multiple perspectives, including those of family, college, and society.

In summary, the phenomenon of 'triple and triple light' has been identified in research on college students' employment at home and abroad. The study of various subjective influencing factors of college students' employment is given importance, but the study of college students' employment by integrating various subjective factors into psychological quality is neglected. The study attaches importance to the objective factors of college students' families, colleges and societies, but It is also important to note the emphasis on the study of college students' employment from the perspective of human and social capital, as well as the integration of psychological quality into the study of college

students' employment. However, the study does neglect the study of strengthening college students' occupational matching based on their occupational tendency. Therefore, it is of great significance to measure the occupational tendency of college students from the psychological quality perspective.

2 ANALYSIS OF TYPES OF OCCUPATIONAL ADAPTATION

2.1 Evaluation Tool's Selection

The Holland Career Orientation Assessment method assesses the subject's career interests and abilities[13]. The method under discussion classifies occupational inclinations into six types, following an analysis of the psychological qualities and abilities required for various types of occupations in society. Among them, there is the realistic type, which is considered suitable for careers in plant and animal management, machinery management, machinery repair, operation and handicrafts; the research type, which is considered suitable for careers in mathematics, physics, chemistry, biology and design; the artistic type, which is considered suitable for careers in fine arts, sculpture, dance, theatre, painting and writing; and the social type. This type of personality is well-suited to careers in education, medical care, health care and social welfare. The sixth type is the corporate type, which is well-suited to careers in marketing. Corporate students are well-suited to careers in marketing, insurance and business administration, while regular students are well-suited to careers such as bank clerks, accountants, cashiers, statisticians and computer operators.

2.2 Analysis of Differences In Occupational Strength Ratios

Following a comprehensive assessment of the occupational inclinations of 274 university students, the number and proportion of each inclination were meticulously enumerated. The specific results are displayed in Table 1 below, arranged in descending order according to the number of students. The proportion of university students in each occupational orientation, in descending order, is as follows: corporate, artistic, social, research, realistic, and conventional.

Table 1 Proportion of Students with Vocational Adaptation Type

Occupational tendency	Conventional	Realistic	Research	Social	Artistic	Enterprise	Total
Students' number	14	18	24	36	70	112	274
Percentage ratio	5.11%	6.57%	8.76%	13.14%	25.55%	40.87%	100%

A clear discrepancy exists in the proportion of college students who accept the assessment in relation to their occupational tendency. The enterprise type exhibits the highest proportion, accounting for 40% of the total sample, and demonstrating an absolute advantage in six occupational tendencies. The remaining five occupational tendencies are comparatively minor, thereby substantiating the preceding hypothesis that college students exhibit divergent occupational tendencies due to variances in psychological quality, which in turn exerts a direct influence on the future employment outcomes of college students. This finding serves to substantiate the aforementioned hypothesis that college students exhibit disparate occupational tendencies due to variations in psychological quality, thereby exerting a direct influence on the employment quality of college students in their future careers.

The present study explores the relationship between gender and vocational adaptation in university students. Table 2 below illustrates the results of a survey of 109 male university students, who were asked to indicate their occupational adaptability using a scale ranging from realistic to entrepreneurial. The results indicate that male students most commonly identify as conventional, realistic, social, research, artistic and enterprise. The results of the study demonstrate that the entrepreneurial type is overwhelmingly dominant among boys, with a proportion exceeding half of the total number of boys. In second place, the artistic type exhibits a rapid decline to 16.51 per cent, followed by the research type at less than 12 per cent, the social and realistic type at less than 10 per cent, and finally, the general type at only 2.75 per cent. To summarize, there is a considerable amount of variability in the proportion of male college students across different occupational adaptation types. In relation to this situation, particular attention should be paid to the employment of university students of the entrepreneurial type, which is more numerous, and this should be addressed as a significant task.

Table 2 Proportion of Male Students with Vocational Adaptation Type

Occupational tendency	Conventional	Realistic	Social	Research	Artistic	Enterprise	Total
Male students' number	3	10	10	13	18	55	109
Percentage ratio	2.75%	9.17%	9.17%	11.93%	16.51%	50.46%	100.00%

A significant disparity exists in the types of career adaptations exhibited by college women. The proportion of female university students who adopt specific career adaptations, ranging from the least to the most prevalent, is delineated in Table 3. The categories encompass realistic, research, general, social, artistic, and entrepreneurial adaptations. The data reveal that, while the entrepreneurial adaptation exhibits the highest ratio of career adaptations for both sexes, the proportion of artistic and entrepreneurial adaptations among girls is minimal. Consequently, the predominant types of occupational adaptation for female students are enterprise and artistic, and the quality of employment for these two

groups has a significant impact on the overall quality of employment for girls. It is therefore recommended that the employment of enterprise-type and art-type girls should be prioritized in girls' employment initiatives.

Table 3 Proportion of Female Students with Vocational Adaptation Type

Occupational tendency	Realistic	Research	Conventional	Social	Artistic	Enterprise	Total
Female students' number	8	11	11	26	52	57	165
Percentage ratio	4.85%	6.67%	6.67%	15.76%	31.52%	34.55%	100.00%

In view of the analyses and comparisons of the differences in the types of occupational adaptation of university students presented above, it is evident that the occupational adaptation of male and female university students should be utilised as a basis for guiding the employment of university students. Furthermore, it is crucial to acknowledge the differences in the occupational adaptability of university student groups, with particular attention given to the distinctions between male and female groups.

3 EMPLOYMENT COUNTERMEASURES FOR COLLEGE STUDENTS

The analysis of differences in vocational tendencies enables the provision of employment guidance services for college students and the allocation of employment positions that match their skills and competencies. This approach not only provides a diverse range of professional and complex talents with modern science and technology and innovative thinking for the high-quality development of China's socialist modernization, but also helps to fully mobilize the positivity, initiative and creativity of college students in employment, thereby strengthening their enthusiasm for their work. Furthermore, it has been demonstrated that this process also serves to mobilize the enthusiasm, initiative and creativity of employed college students, thereby reinforcing their work enthusiasm. Consequently, the identification of different talents through vocational inclination assessment can be regarded as the human resource foundation for achieving high-quality development. The strategy of strengthening the country with talents can be effectively implemented in the following aspects.

3.1 Career Adaptation Assessment for University Students

The classification of career types according to employment positions is a matter of significant concern. In view of the general background of economic downturn after the epidemic, it is vital for colleges and universities around the world to study the occupational adaptability of jobs offered by social employers. By doing so, they can then classify the types of occupations according to the differences in occupational adaptability. This will lay a solid foundation for the employment of college students.

3.2 Career Matching for University Students Using Assessment Results

A quantitative study of the occupational adaptability of the main types of occupations was conducted in order to determine the types of occupations for college students. In the process of college students' employment, in addition to the requirement of matching occupation type and gender, it is also required that college students' occupational adaptability matches the job position. Quantitative research on the occupational adaptability of major occupational types can meet the requirements of enterprises and institutions in terms of occupational types and occupational adaptability, and improve the degree of occupational matching of college students.

3.3 Capturing the Main Types of Occupations of Employed Students

The concentration of employment endeavours on the types of occupations that are more prevalent. Initially, it is imperative to assess the occupational types of college students to ascertain the occupational types of employed college students and the number of college students of each type. Secondly, it is crucial to determine the predominant occupational types of employed college students from the ratio of the number of employed college students, thereby elucidating that the primary employment types of college students are the predominant employment types of the number of college students. In this case, it was found that 80% of students in the economics and management categories were employed in the business, art and social sciences sectors. The employment of these students is focused on addressing the fundamental contradiction in the employment of college students, and the study of their main occupational types is aimed at identifying solutions to the problem of mismatches in their current occupations.

3.4 Focus on the Main Types of Occupations for Different Gender Groups

The influence of gender will result in disparities between the primary categories of occupational adaptations exhibited by the male college population and the primary categories of occupations pursued by the female college population. In consideration of these disparities, enhancing the overall quality of work with students can be achieved through the implementation of distinct employment guidance and services for male and female students. This approach is expected to lead to an enhancement in the quality of work with students. Concurrently, the gender requirements of job offers should be aligned with the predominant types of occupations for male and female college students, thereby achieving a

dual objective: enhancing the employment satisfaction of college students of different genders and enabling enterprises to acquire higher-quality employees.

3.5 Appropriate Attention to Less Numerous Occupational Types

It is vital to consider the employment of students in both the major and non-major occupational groups. The former are more numerous, while the latter are less numerous, representing a small proportion of the total. In such cases, the realistic and conventional types are non-major occupational types, and the small number of economics and management students belonging to these two types must be treated individually. It should also be noted that these two types of students, due to their small numbers, are subject to relatively little employment pressure, and should be provided with jobs in the corresponding occupational types to guide them to successful employment.

4 RESULTS

The study of vocational inclination in college students is of significant value in both theoretical and practical terms. From a theoretical perspective, the study can effectively improve employment outcomes for college students. However, enhancing employment quality for college students also poses a series of demands for vocational inclination training, which can only be met through strengthened psychological quality training.

It is evident that occupational inclination functions as a conduit between psychological quality and high-quality employment, thereby facilitating the enhancement of the degree of employment congruence and the augmentation of the satisfaction and contentment of college students in their employment. In practice, a number of mature occupational inclination methods, represented by Hollander's occupational inclination assessment, have been able to accurately assess the occupational inclination of college students from multiple perspectives, and with the help of computers, mobile phones, apps, and other electronic and information products. The employment services provided to college students under the premise of honest assessment, including occupational matching, employment recommendation, and employment matching, can be delivered in a short period of time and to a large number of dispersed college students. The provision of high-quality employment services, including career matching, employment recommendation and job skills training, is made possible by the aforementioned premise of honest assessment. Furthermore, college students are effectively guided towards innovation and entrepreneurship, thereby serving the 'Three Rural Areas', which is of great practical significance.

COMPETING INTERESTS

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