The Concept of New Business, Current Status and Achievements of Research and Development

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Abstract: The creation of new business is naturally formed by the development of information technology, industrial upgrading, the growth of people's demand, and the replacement of the employment model, and with the support of the government, it will be further developed to realize the replacement of the old and the new and lead to a new generation of employment wave. In this paper, we will analyze the conceptual interpretation, development status and achievements of the new industry to help the new industry to further develop and improve.

1. Introduction
Since its introduction, the new industry has received attention from society and academia, and has made rapid development and achievements in a few years. With the rapid development of Internet technology and artificial intelligence technology, many new forms of employment have emerged, such as takeaway delivery, e-commerce, online car and other emerging occupations, these new occupations will be the business pattern of integration and differentiation again and again, and constantly form a new business form, forming a "new industry". At present, the practitioners of the new industry can’t be guaranteed in all aspects, this paper is intended to analyze the development of the new industry through the development of the new industry research to provide suggestions for the development of the new industry.

2. The Concept of New Forms of Employment
The communiqué of the Fifth Plenary Session of the 18th Central Committee of the Chinese People's Political Consultative Conference mentions "promoting employment and entrepreneurship, adhering to the strategy of giving priority to employment, implementing a more proactive employment policy, improving entrepreneurship support policies, strengthening support for flexible employment and new forms of employment, and improving the treatment of skilled workers". For the first time, the concept of "new forms of employment" has been put forward.

New forms of employment are new in that they have new characteristics that are different from traditional forms of employment. New forms of employment can be viewed as occupations that workers engage in during the transition period between two positions, and can be counted as both employed and unemployed at the same time, filling in the income gaps during the period when job seekers are looking for work. The new industry is based on the new information technology revolution and the integration and development of the tertiary industry formed by the creation of a new industrial value chain, but also represents China has entered the old and new kinetic energy conversion of the economic development of the economic development trend of the economic development of the period, which includes in the case of the gradual and full popularization of the Internet technology, many of the offline industry stagnation or slow development, and the new employment forms also take this rapid rise, in such an impact, China's future new changes and trends in employment will become the norm in the coming period, so the new industry also has a sense of the times.[1]

3. Research and Development Status of New Employment Forms

3.1 The current situation of research and development of social insurance for employees in new forms of employment
The social security rights and interests of the employees in new industries can be effectively realized only when they are integrated into the mass groups. 2021 Xi Heng proposed to improve the motivation to participate in the insurance and the awareness of self-protection by popularizing the related to the employees in new industries; to force them to participate in the social insurance according to the law; to lift the restrictions on the social insurance for the movement of the population and the restrictions on the household registration, the purchase of

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houses, the children's schooling, etc. of the employees in new industries and to standardize the payment of social insurance management by the related departments and the localities. Social insurance management; continuously improve the level of coordination of various types of social insurance.[2]

2022 Wang Lijun proposed to formulate relevant policies and improve laws and regulations for new industry practitioners. It is recommended that workers establish individual accounts that are not linked to their employers and expand the scope of insurance coverage for flexibly employed people; improve the mobility of social insurance and break down the regional barriers for floating populations; set up special subsidies for special new industry workers and appropriately lower the contribution base. [3]

3.2 Current status of research and development of labor rights and interests protection for new industry employment workers

There are certain differences between new employment forms and traditional enterprise mode employment in terms of workplace, work form and labor relations.

Takeaway riders, for example, do not have the awareness and knowledge of rights protection at the individual level, and are weak in defending their rights; there is a lack of clear indicators for determining labor relations at the social level; and there are problems of lax supervision of takeaway enterprises and imperfect employment patterns at the platform level.

Takeaway platforms have adopted various ways to blur or weaken the labor relationship with workers in order to avoid possible labor disputes in the future, as well as to reduce the cost of employment at the same time. In this case, takeaway riders are caught in an awkward situation where there is no social security, no safety guarantee, and no clear labor relationship. This labor relationship makes the rights and interests of takeaway flaggers unprotected, and this labor relationship will seriously hinder the healthy development of the new industry.[4]

2022 Liu Ye put forward three suggestions to improve the labor rights and interests of riders: improve the legal policy system and guide the construction of a third-party consultation mechanism. Enterprises should strengthen industry self-discipline and put an end to the concept of responsibility transfer. Firmly resist the way to avoid risks by treating riders as individual jobs. When signing relevant contracts, they should clearly set out and keep riders informed of the explicit employment rules and employment system, and make the employment conditions and employment rules transparent and clear. The platform of takeaway riders should determine their respective powers and responsibilities according to the principle of reciprocity of rights and obligations, so as to make the rights and responsibilities clear and avoid the phenomenon of shirking responsibilities in the future. Before engaging in the takeaway rider industry, one should take the initiative to learn the knowledge and laws and regulations of the industry one wants to change, and sign a contract with the employing body to do the relevant risk prevention and control; after engaging in the industry, one should regularly keep proof of employment, such as work records or video screenshots; in the case of disputes, one should choose the right way to defend one's rights, establish the awareness of rights defense, and reasonably utilize the existing laws and regulations to protect one's own interests from being infringed upon. [5]

4. Achievements of New Employment Forms

4.1 Promotion of Employment

As early as 2010, China's Internet penetration rate climbed rapidly, greatly promoting employment, with the help of the Internet platform has given rise to a large number of jobs such as takeaway delivery, e-commerce, chauffeur-driven, shared accommodation, and other online careers. The new employment pattern provides more employment choices and employment positions for job seekers, and also provides employment opportunities for disadvantaged groups in employment, and the new employment pattern solves the employment problems of some people to a certain extent.

The new industry has led to a greater fragmentation of work, dividing systematic work into fragments, narrowing the content of work and refining job responsibilities. The way of working has become more platformized, with employees carrying out more work from online network platforms, receiving and submitting work through network platforms, and employees being supervised by the platforms and third parties. Under the new employment model, job opportunities are extremely mobile, and many jobs that do not require the presence of workers can be handed over to non-locals, which, on the one hand, raises the incomes of people in areas with few employment opportunities and remote areas, and on the other hand, prevents outsiders from taking up the employment opportunities of locals in industries such as couriers and take-away workers, which need to be reached quickly and in close proximity to each other, and stabilizes the job market for locals.

A survey by the National Bureau of Statistics shows that the number of flexibly employed people increased nearly threefold from 2020 to 2021.2021 There are about 200 million flexibly employed people, including more than 4 million takeaway riders and more than 1.6 million practitioners in the anchor industry and related industries. Within a month of the resumption of work in the Spring Festival of 2020, the live broadcasting-related industry grew by 166.09% year-on-year, which is more than twice as much as the rate of growth of full-time positions. Baidu library in the first half of 2020 knowledge stores opened more than 40,000, directly driving the employment of nearly 1 million part-time or full-time content creators. [2]

Between August 2019 and August 2020, 20.97 million people were engaged in creation, live broadcasting, and e-commerce on the Tiktok platform, most of whom were engaged in the new occupations of Internet marketing is and live salesman, which created and drove the scale of
The working hours of online drivers fully reflect the characteristics of the sharing economy, and the proportion of drivers who are online for less than 2 hours a day is the highest at 50.67%. In 2018, the Meituan takeaway platform provided employment opportunities for "riders" in 781 poor counties nationwide, with a coverage rate as high as 94%, and drove 670,000 people in poor counties to seek employment, accounting for a quarter of the overall number of riders. Didi and Meituan have provided new job opportunities for a large number of laid-off and unemployed people, military personnel who have changed jobs, the disadvantaged groups in employment, and people in the transition period of employment who are awaiting employment. The new industry has made a great contribution to economic stability and social stability.

4.2 Providing a better employment environment for people employed in new industries

Some provinces and cities have carried out skills training, focusing on cultivating diversified employment methods and expanding the scale of employment groups in new industries. With the rapid development of network economy and sharing economy in Guangdong Province, a large number of new professions have emerged, and the number of new professions is gradually increasing. According to the National Bureau of Statistics, the number of new professions in Guangzhou in 2020 will be around 750,000, and in the absence of laws to protect their rights and interests in our country, such a large number of people in employment need to be provided with effective and powerful employment protection. Therefore, Guangzhou is actively promoting the development of new industries while further safe guarding the rights and interests and career development of new industry practitioners, such as Meituan takeaway and other online delivery industry has been developing in recent years, takeaway delivery has become an occupation that does not need to continuously accumulate experience and requires technical content. In order to effectively solve the problems of people engaged in online delivery services, the Labor Union of Lanzhou New District's Party Group Work Department started to operate the "Warm Home" as a station for workers in new forms of employment on September 1, 2022, which provides a place to stay for workers in new forms of employment in Lanzhou New District. It provides a place for workers in new forms of employment in Lanzhou New District to settle down. The station, which is visited about 400 times a day, is a resting station covering an area of about 400 square meters, including restrooms, recreation rooms, study areas, water rooms, catering areas, charging areas, bookstores and other resting areas, and is located in the centralized area of workers' work after scientific site selection and reasonable planning.

5. Labor security of new industry practitioners

New employment form for many years for our country's economic development has made a considerable contribution, especially in the new crown epidemic at the moment, in our country's employment is severe today, plays an immeasurable role. Due to the development of the Internet era of new business also gradually known and growing development, as a new form of employment in the future will also get more attention and support from all walks of life. However, there are still many problems with the new industry in China.

The new industry so far still does not have a complete set of legal constraints on employers, and there is no set of perfect protection to protect the labor rights of employees, most of China's new industry practitioners do not protect the rights and interests of the majority of the new industry practitioners, if these guarantees can not be achieved, most of the new industry practitioners in the transition period after the work of the majority of people will choose to change their jobs. China's social insurance also does not include new industry workers, such as in the pension insurance, they can only choose urban and rural residents pension insurance and commercial insurance, at present China's urban and rural residents pension insurance in the receipt of only a few hundred yuan per month, and the high cost of commercial insurance for most of the new industry practitioners can not afford. In recent years, AI has gradually entered the field of production and life, and for most low-skilled practitioners in the new industry, the career replacement rate is extremely high, in order to ensure that they are not replaced many practitioners will choose to extend the labor time, such as takeaway delivery workers will work late at night, so in recent years, traffic...
accidents of takeaway delivery workers occur from time to time, but there is no workers’ compensation insurance and medical insurance in the event of traffic accidents, they will face a double financial burden of life and medical care. The double financial burden of living and medical care. If these problems cannot be solved, the development of the new industry will be seriously hindered. Therefore, solving the problem of occupational security of the practitioners should be an important issue for the new industry to solve.

At present, the form of social insurance in China belongs to the social insurance and the employer single linked, the social insurance of the employees is mostly paid by the enterprise, but the new industry practitioners do not have the employer directly linked, so the current contribution system is not suitable for the new industry personnel to participate in the insurance. Therefore, the social insurance payment of new industry personnel should be separated from the employer's side, and turn to the direction of individual account contributions, and can set up a special insurance program for new industry practitioners and provide subsidies for practitioners before the introduction of formal policies. In the payment of fees according to the current scale of social insurance contributions can not be fully afforded by individuals, in the absence of employers can be taken by the government, individuals, employment platform tripartite sharing, the three parties in accordance with a certain proportion of a certain share of the share of the insurance. Gradually relax the requirements for participation in the insurance and promote, can be in a single work in a fixed amount of deduction to calculate the cost of participation in the insurance, in addition to liberalization new industry practitioners in different places to apply for social assistance conditions.[8] The new industry is striving for fair treatment for new industry workers, and resolving claims for occupational injuries, unemployment, medical care and other risks.

6. Conclusion

Current research on social insurance and protection of workers' rights and interests for workers in new industries tends to improve planning at the enterprise, worker and social levels, but there are still deficiencies in overall social security in terms of policies, laws and relevant regulations, and it is necessary to improve relevant legislation, raise individual awareness of their rights and enhance social supervision, so as to provide a better employment environment for workers in new industries.

References