

# Analysis of the Current Situation of Employment Satisfaction of Graduates in Higher Vocational Colleges and Universities

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**Abstract.** In recent years, promoting high-quality employment for graduates of higher vocational colleges and universities has become one of the hot issues that all walks of life are highly concerned about. Employment satisfaction is one of the important indicators to measure the employment quality of graduates of higher vocational colleges and universities, and improving employment satisfaction is a necessary way to ensure the employment quality of graduates of higher vocational colleges and universities. The employment satisfaction of graduates from higher vocational colleges is related to the salary and treatment, the rate of professional matching, the perfection of school employment guidance and the employment expectation of graduates from higher vocational colleges. By analyzing the current situation of employment satisfaction of graduates of higher vocational colleges and universities, we can draw the employment problems they are facing and put forward corresponding countermeasures to improve the employment competitiveness and employment satisfaction of graduates of higher vocational colleges and universities.

## 1. Introduction

With the continuous upgrading of China's industrial development, the demand for high-quality talents in various industries has increased, and graduates of higher vocational colleges and universities are facing greater competition for employment at the same time as they have more employment opportunities to choose from. In the background of the current emphasis on the development of vocational education, graduates of higher vocational colleges and universities have a high employment rate. However, "being employable" does not mean "getting a good job". High employment rate does not necessarily mean satisfactory employment quality. Graduates' satisfaction with their current employment situation is a reflection of the quality of employment. According to the data of "Comprehensive Survey on Employment Situation of College Graduates in China under the Background of Epidemic" in 2021, it can be learned that the overall satisfaction of graduates in 2021 reaches 92.14%, which is slightly lower than that of 93.30% in 2020, and in terms of the rate of consideration for leaving the job, the proportion of employed graduates considering leaving the job is 10.54%, which is also higher than that of 2020, and the proportion of employed graduates considering leaving the job is 10.54%, which is also higher than the 6.70% in 2020. <sup>[1]</sup> In general, compared with 2020, the employment satisfaction of the graduates in 2021 has slightly decreased, and the rate of considering leaving has slightly increased. The rate of considering leaving the job affects the stability of the position to a certain extent,

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which reflects that the employment satisfaction of graduates of higher vocational colleges and universities also fluctuates.

## 2. Overview of the basic employment situation of graduates of higher education institutions

### 2.1. Definition of Concepts Related to Employment Satisfaction of Graduates from Higher Education Institutions

#### 2.1.1 Employment satisfaction

Employment satisfaction is broadly defined as the comprehensive evaluation of the various aspects of the work performed by the employed person. <sup>[2]</sup> Specifically, it mainly includes the access to employment opportunities, job stability, personal treatment is satisfactory, and whether the future development of career and other aspects can be used as a criterion to judge a person's current employment satisfaction. For graduates of higher vocational colleges and universities, their job satisfaction depends on how much gap exists between their actual perception of the job and their original expectations before employment, and the smaller the gap is, the higher the satisfaction is. The higher vocational college graduates for the actual perception of the job comes from the salary, job nature, promotion opportunities, training opportunities,

work environment and other aspects, their inner expectations come from the job can be recognized by others, can bring their own sense of achievement, and their own degree of interest when the above conditions to meet the more then they set the expectations of the heart will be higher. [3] Employment satisfaction of graduates of higher vocational colleges and universities is also the actual degree of the graduates' feeling of receiving the employment guidance services during the school period compared with their expectations. This means that the satisfaction of graduates of higher vocational colleges and universities can directly reflect the actual situation and problems of the school in terms of teaching quality, management level, service guarantee and so on.

### 2.1.2 Competitiveness in employment

Competitiveness refers to the power of two or more competitors in the competition, and can reflect a competence that is more advantageous in the group of competitors. [4] Employment competitiveness, as the name suggests, is the advantage that an employed person has in the job market so that he or she can gain more advantages and stand out in the fierce competition in the job market. For graduates of higher vocational colleges and universities, employment competitiveness means, to a certain extent, the embodiment of the individual's comprehensive ability and whether the relevant skills training courses received in the school have been mastered, whether the employment of graduates of higher vocational colleges and universities from the objective environment has the support of the relevant policies, whether the employment guidance courses set up by the school are in line with the current form of employment, the employer for the employment of graduates of higher vocational colleges and universities, whether positive attitudes will affect the employment of higher vocational colleges and universities. Whether they are positive or not will affect the employment competitiveness of graduates of higher vocational colleges. As a large part of the large number of college graduates, the employment situation of graduates of higher vocational colleges and universities has always been widely concerned by all sectors of the society. Effectively improving the employment competitiveness of graduates of higher vocational colleges and universities is one of the necessary ways to improve the employment satisfaction of graduates of higher vocational colleges and universities.

### 2.2. Employment Satisfaction of Graduates of Higher Education Institutions

According to the "2019 National Sample Survey on the Employment Situation of College Graduates", more than 80% of college graduates, including graduates of higher vocational colleges and universities, have a high degree of overall satisfaction with their employment situation. Among them, 35.4% said they were very satisfied and 47.9% said they were satisfied, totaling 83.3%. [5] However, the overall satisfaction of graduates of higher vocational colleges and universities is the lowest compared with

graduates of colleges and universities with other academic qualifications. Although graduates of higher vocational colleges and universities have a certain degree of active employment awareness and relatively stable employment opportunities, but in terms of the quality of employment and employment ability, there are still problems that cannot be ignored. The employment satisfaction of graduates of higher vocational colleges and universities as an important indicator of the employment level of graduates of higher vocational colleges and universities, the social attention is getting higher and higher, and it is very important to improve the employment ability of graduates of higher vocational colleges and universities and also make their employment stability improve, so as to further improve their employment satisfaction.

In order to understand the current situation of employment satisfaction of graduates of higher vocational colleges and universities, a questionnaire survey was conducted by distributing electronic questionnaires with the 2021-2022 graduates of Heilongjiang Vocational College as the survey object. A total of 300 questionnaires were distributed, and 296 valid questionnaires were recovered, with an effective rate of 98.67%. The questionnaire set six questions, respectively from the graduates of the current employment satisfaction, graduates engaged in the professional relevance of the occupation, graduates of the employment difficulty cognition, graduates of the employment ability cognition, and the employer to provide the benefits of five aspects of understanding. By organizing the questionnaire data, we can know that there are 74 people who think that they are very satisfied, accounting for 25%; there are 92 people who think that they are more satisfied, accounting for 31.08%; there are 103 people who say that they are average, accounting for 34.80%; and there are 27 people who say that they are dissatisfied, accounting for 9.12%. As shown in Table 1.

**Table 1.** Overall satisfaction with the employment situation of survey respondents

Table 1	Form	Number of people	Percentage
1	Very satisfied	74	25%
2	More satisfied	92	31.08%
3	Average	103	34.80%
4	Dissatisfied	27	9.12%

The advantage of graduates of higher vocational colleges and universities over other levels of education is that they can master more professional skills and knowledge, and whether graduates engage in professionally related occupations determines whether they can better adapt to the work environment and thus improve employment satisfaction. Through the questionnaire, it can be understood that 72 people said that the occupation is completely related to their majors, accounting for 24.32%; 106 people said that it is basically related, accounting for 35.81%; 58 people said that it is not very relevant, accounting for 19.59%; and 60 people said that it is not related at all, accounting for 20.27%. As shown in Table 2.

**Table 2.** Degree of relevance of the survey respondents' engaged occupations to their majors

Table 2	Form	Number of people	Percentage
1	Completely related	72	24.32%
2	Basically related	106	35.81%
3	Not very relevant	58	19.59%
4	Not related at all	60	20.27%

Whether graduates of higher vocational colleges can find the job of their choice lies in whether they have a clear understanding of their own employability and the employment environment. For students who have just graduated or are about to graduate, confidence in employment is also one of the factors determining whether they can be successfully employed, and the reasonable establishment of employment goals is also a way to indirectly improve employment satisfaction. When asked how difficult it is to find a job for themselves, 45 people think it is very easy, accounting for 15.20%; 52 people think it is relatively easy, accounting for 17.57%; 89 people think it is average, accounting for 30.07%; 68 people think it is not easy, accounting for 22.97%; and 42 people think it is very uncomplicated., accounting for 14.19%. As shown in Table 3.

**Table 3.** Statistics on employment difficulties faced by survey respondents

Table 3	Form	Number of people	Percentage
1	Very easy	45	15.20%
2	Relatively easy	52	17.57%
3	Average	89	30.07%
4	Not easy	68	22.97%
5	Very uncomplicated	42	14.19%

The employment satisfaction of graduates of higher vocational colleges and universities will largely come from their affirmation of their own employability. Employability of graduates of higher vocational colleges and universities mainly reflects whether they can adapt to the work well and whether they have promotion space in the current unit, most of the graduates surveyed reflected that their promotion space in the employing unit is relatively good, of which 100 people think very good people accounted for 33.78%, 130 people think relatively good people accounted for 43.92%, and the number of people who think that the number of relatively poor people 46 people accounted for 15.54% and the number of people who think very poor people 20 people accounted for 6.76%. As shown in Table 4.

**Table 4.** Statistics on the promotion space of survey respondents

Table 4	Form	Number of people	Percentage
1	Very good	100	33.78%
2	Relatively good	130	43.92%
3	Relatively poor	46	15.54%

4	Very poor	20	6.76%
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Employment satisfaction of graduates of higher vocational colleges and universities is not only a judgment of the current situation but also an assessment of future career planning. It is also important for graduates of higher vocational colleges and universities to have a clear understanding of the employment policies that are suitable for them, and to know how to defend the rights of graduates of higher vocational colleges and universities when their rights are infringed upon if the employer fails to provide the remuneration and obligations that should be paid to them. When asked whether they know the legal provisions related to graduates of higher vocational colleges, 91 people said they knew about it, accounting for 30.74%; 100 people said they had heard about it, accounting for 33.78%; 65 people said they were not too sure, accounting for 21.96%; and 40 people said they didn't know about it at all, accounting for 13.51%. As shown in Table 5.

**Table 5.** Statistics on Respondents' Knowledge of Employment Policies

Table 5	Form	Number of people	Percentage
1	Knew about it	91	30.74%
2	Had heard about it	100	33.78%
3	Not too sure	65	21.96%
4	Didn't know about it	40	13.51%

The employment of graduates of higher vocational colleges and universities is not only the unilateral efforts of graduates, but also requires the cooperation of employers to achieve the desired results. Then a large part of the employment units of graduates of higher vocational colleges and universities are small and medium-sized enterprises in order to save costs, they will choose to reduce the expenditure on employees to different degrees, for example, they can not provide a complete "five insurance and one gold". Through the questionnaire data organization can be seen, when asked whether the employer to provide "five insurance and one gold", there are 169 people said that will provide all of them accounting for 57.09%; there are 39 people said that will provide five of them accounting for 13.18%; there are 14 people said that will provide four of them accounting for 4.73%; there are 21 people said that will provide three of them accounting for 7.09%; there are 21 people said that will provide three of them accounting for 7.09%; and there are 14 people said that will provide four of them accounting for 7.73%. three of them 7.09% and 53 said they would only provide two or less of them 17.91%. As shown in Table 6.

**Table 6.** Statistics on the five insurance policies of survey respondents

Table 6	Form	Number of people	Percentage
1	All available	169	57.09%
2	Provide five of these	39	13.18%
3	Provide four	14	4.73%

	of these		
4	Provide three of these	21	7.09%
5	Provide two of these and less	53	17.91%

### 3. Analysis of the Reasons Affecting Employment Satisfaction of Graduates of Higher Vocational Colleges and Universities

#### 3.1. Some students are not proficient in skills related to their major

Completion of the vocational education and training provided by higher education institutions and the subsequent school-to-work transition are important steps on the career path. The school-to-work transition is a long-term process with unclear boundaries and involves many potentially difficult aspects.<sup>[6]</sup> The key training goal of higher education institutions is itself to focus on application-oriented technical talents, which means that the relevance of the career guidance programs established by the schools is crucial for graduates of higher education institutions. The most important thing that should be considered in the setting of various courses is to enable students to master the skills learned during the school period, and at the same time, they can be skillfully applied to the workplace, and the school should be through sufficient market research on the current social demand and employment prospects to improve the competitiveness of the students to have employment. The transition from school to work is changing, and more and more students are combining work and study. In addition, student work is a predictor of higher employment opportunities for university and vocational college graduates with respect to the impact of student employment on future earnings and employment possibilities.<sup>[7]</sup> However, at present, due to the fact that some majors in some schools have been established for a long time and have not done sufficient market research, the training of students in higher vocational colleges and universities cannot accurately grasp the key points, and in the practical courses arranged by the school, students cannot accumulate corresponding internship experience, nor can they master the most important core skills of the majors in line with the market demand. When they graduate from school and really need to face the fierce competition for employment, they will not be able to turn the skills and knowledge acquired in school into their own advantages to improve their competitiveness in employment, and there will be a low employment rate, poor employability phenomenon, thus affecting their employment satisfaction.

#### 3.2. Some students do not have a clear perception of their abilities

There are also many ways for graduates of higher vocational colleges and universities to enhance their employability, such as a more proactive employment environment, as well as changing the concept of employment and establishing a pragmatic concept of employment.<sup>[8]</sup> That is to say, whether the graduates of higher vocational colleges and universities have clear career planning is crucial when they make employment choices, because some graduates of higher vocational colleges and universities are dissatisfied with their employment because of the difficulty of job searching, that is to say, they don't have a clear concept of "what kind of job is suitable for them", which leads to the fact that they may be hesitant to apply for a job because of "this job is suitable for them". They may hesitate to apply for a job because they are hesitant to accept the job, which may lead them to miss out on suitable employment opportunities. If you want to seize the opportunity decisively, you have to be clear about your own future plans, but at the same time, you also have to analyze yourself comprehensively and not only through the likes and dislikes to judge, for some of the graduates of higher vocational colleges and universities with clear employment plans, they often put their own preferences in the first place when choosing a job, that is to say, compared to their own learning and mastery of the skills of their majors and the suitability of the job will be more able to influence them on the job itself. That is to say, compared with the suitability of their learned and skillful majors and the job, it will be more influential to their likes and dislikes of the job itself. Since the rapid development of the economy since the reform and opening up, the "Post-90s" and "Post-00s" who grew up in this environment pay more attention to self-expression, and want to get the ideal job while reflecting their self-worth. However, if they are too concerned about their own preferences and ignore other factors, the jobs they choose will not fully meet their expectations. Under the condition of large internal discrepancy, they will doubt their own ability, and at the same time, when they see that there is a position that is more in line with their original ideal state, they will shake their confidence in their own work and thus consider leaving the job, and consider that the increase in the rate of leaving the job will cause instability in the employment position, thus affecting the employment satisfaction of graduates of higher vocational colleges and universities.

#### 3.3. Poor implementation of employment policies

The employment of graduates of higher vocational colleges and universities has received widespread attention in society, and the state has also promulgated many employment-related policies to support and protect the employment of graduates of higher vocational colleges and universities as much as possible. However, in the process of policy implementation, it is not guaranteed that the policies can be fully and flexibly implemented, which also leads to the implementation of relevant policies in some areas may appear to be very rigid, unable to provide

graduates with effective policy protection according to the development of the current market demand. The number of graduates of higher vocational colleges and universities is increasing every year, but the number of jobs needed in the society will not increase together with the large number of jobs, which means that graduates of higher vocational colleges and universities are faced with a very serious form of employment, and the students understand that the employment policy is very helpful for choosing suitable jobs for themselves. However, on the one hand, when students initially contact with the employment-related policies, they often learn about them in the employment guidance courses set up by the schools, so when some schools introduce the policies superficially without analyzing and interpreting the depth of the policies suitable for the graduates of higher vocational colleges and universities, it also leads to a lot of students do not understand the content of the policies and do not pay attention to them, so they do not know how to use the content of the policies to protect their legitimate rights and interests. On the other hand, in the implementation of the policy process, the employment market lacks an effective regulatory mechanism, the implementation of certain parts of the process will be too formalized to make it difficult to implement the policy, at the same time, there is no effective supervision of the relevant departments of the enterprise, some enterprises will blindly pursue a high level of education and ignore the actual needs of their own positions, when the graduates of higher vocational colleges and universities employment itself has become a problem of job satisfaction naturally declined. The employment satisfaction of graduates from higher vocational colleges naturally declines.

## **4. Measures to Enhance Employment Satisfaction of Graduates in Higher Vocational Colleges and Universities**

### **4.1. Promoting Effective Teaching Reform and Improving the Quality of Student Employment**

Schools need to combine the current industrial development situation to accurately match the vocational positions, vocational training content should not only match the students' professional orientation, but also with the industrial development needs of the economic field, and industrial structure.<sup>[9]</sup> Therefore, higher vocational colleges and universities in the establishment of the curriculum to improve the employment guidance related courses, the first thing we need to effectively promote the teaching reform, improve the quality of talent training, update the teaching content. Employment guidance courses can not be limited to only provide employment guidance for graduates, in addition to sharing the current employment policy and some practical employment skills for students, but also according to the students' professional characteristics and their own different needs to carry out targeted employment guidance services to help them better career planning, and at the same time, can establish a partnership with the enterprise to provide a

more practical employment platform to help higher vocational colleges and universities to help the students. At the same time, it can establish partnerships with enterprises to provide students with a more practical employment platform to help graduates of higher vocational colleges and universities to obtain more employment opportunities. Faced with the current changes in market demand, higher vocational colleges and universities should also follow the market demand for the relevant professional and curriculum adjustment; docking with the industry and the actual job requirements to complete the updating of the teaching content; to promote the "project-based" professional teaching methodology reform to improve the students' own employment competitiveness and enhance the quality of employment as well as employment opportunities. employment competitiveness, enhance the quality of employment and employment satisfaction.

### **4.2. Students develop a correct concept of employment and enhance their personal qualities**

The psychological quality of graduates of higher vocational colleges and universities will have a great impact on their employment choices, students of higher vocational colleges and universities should have a clear understanding of themselves and society, and at the same time pay attention to exercising their own will to develop good habits in order to be more positive and good mentality in the face of the current employment situation.<sup>[10]</sup> Only by the change of the external environment can not fundamentally improve the employability of graduates of higher vocational colleges and universities, whether they have a sense of competition and innovation is very important. For graduates of higher vocational colleges and universities, the mastery of professional knowledge and skills is equally important to them, they should seize the opportunity to learn and exchange during the school period, and strive to consolidate the professional foundation, actively improve the comprehensive ability, from their own quality to improve the competitiveness of employment and social adaptability. Not only should they plan for their future employment, but also should be clear about their own ability to select their own jobs, set up a correct view of employment, cultivate a sense of responsibility and spirit of cooperation, fully aware of the current form of employment, do not blindly pursue high salaries and high treatment or completely according to their own preferences to decide, you can try to choose a certain industry from the study of professionalism and interest as a starting point to try. Or you can first employment before choosing a job, in the work to accumulate work experience, exercise work ability. Or not only limited to employment, higher vocational colleges and universities students can also be based on personal expertise and specialties, to develop a sense of innovation and strengthen the ability to innovate, to establish entrepreneurial projects after full market research, with the help of relevant favorable policies to achieve entrepreneurship to promote employment.

### 4.3. Improving relevant employment policies and increasing employment opportunities for graduates

Employment policy is crucial for graduates of higher vocational colleges and universities to be able to find the job of their choice, so the government should play a leading role in the employment of graduates of higher vocational colleges and universities, to create a good and free and fair social atmosphere to encourage graduates of higher vocational colleges and universities to actively engage in employment and entrepreneurship, and at the same time, reduce the cost of employment, to create a suitable external environment for graduates of higher vocational colleges and universities to find employment. Continuously expand the employment opportunities for graduates of higher vocational colleges and universities, but also through the expansion of institutions, civil servants and other positions to provide employment for more outstanding students, and gradually improve the talent selection mechanism of government units to ensure clarity, transparency, fairness and openness; reform of the relevant employment mechanism, improve the employment policy system. In order to protect the basic rights of students in employment disputes, the government should also continue to improve employment policies and regulations, and clarify the rights and obligations of employers, schools and students in employment. Set up a specialized employment agency or online employment service platform to provide guidance and services for the employment of higher vocational students. By improving the existing employment service platform or employment service organization, integrating information from all aspects as much as possible to break the information gap between graduates of higher vocational colleges and universities for employment-related information, graduates can be quickly informed of job information suitable for their own needs, and promote efficient employment. For students who want to start their own business, we should also create favorable conditions to encourage graduates of higher vocational colleges and universities to carry out innovative entrepreneurship.

## 5. Conclusions

Factors affecting the employment satisfaction of graduates of higher vocational colleges and universities involve various aspects, among which improving the employability and competitiveness of graduates is very necessary, which requires the joint efforts of all sectors of society. First of all, the government should give corresponding support in terms of policy, encourage students to carry out employment and entrepreneurship, and improve the relevant employment service platform for graduates of higher vocational colleges and universities to provide more help; secondly, higher vocational colleges and universities should optimize the professional curriculum and update the teaching content, and strengthen the cooperation with enterprises to let students grasp the main needs of the current market as much as possible, and at the same time, should improve the content

of the employment guidance service to effectively improve the employability of students; secondly, higher vocational colleges and universities should improve the employment satisfaction of graduates in all aspects. At the same time, the employment guidance service should be improved to effectively improve the employability of students; finally, students need to have a clear understanding of their own employability and a clear plan for the future, set up the correct values, recognize the current employment form, and choose the preferred industry or position. Only by solving the employment problems faced by graduates of higher vocational colleges and universities can we effectively improve employment satisfaction and make the employment level of graduates of higher vocational colleges and universities develop in high quality.

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