

# Research on the Policy of Introducing Young Talents to Hengqin -- Analysis Based on CGSS2021

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**Abstract.** This paper focuses on the research of policies for introducing young talents to Hengqin. Based on the national survey data CGSS2021, it conducts an in - depth analysis of the influencing factors of youth employment in China. Firstly, the paper expounds on the importance of the youth group to social development, especially their role in the construction of a diversified economy in Macau and the industrial development of the Hengqin - Macau In - depth Cooperation Zone. Subsequently, through the study of a national - scale dataset, it analyzes the impacts of factors such as socioeconomic background, demographic attributes, lifestyle, social trust, and social fairness on youth employment and entrepreneurship. Combining with the analysis of the current situation of the policies for introducing young talents to Hengqin, it puts forward relevant suggestions, such as creating a multi - channel employment promotion matrix, improving youth employment security, and paying attention to policy fairness. This research aims to provide a basis and suggestions for the further improvement of the youth talent policies in the Hengqin - Macau In - depth Cooperation Zone.

**Keywords:** Moderate Diversification of Macau's Economy; Hengqin - Macau In - depth Cooperation Zone; Talent Introduction; Social Fairness; Social Trust

## 1. Introduction

The COVID - 19 pandemic has laid bare the characteristics of Macau's single - structured and vulnerable economy. Since its return to China, Macau's economic development has long relied on the gambling industry. The gambling industry "dominates alone", with its revenue accounting for an extremely high proportion of Macau's total economic output. This single - economic structure makes Macau's economy lack sufficient resilience and diversified coping capabilities when facing external shocks [Yin Zhixing, Li Xiaonan. Research on the Moderate Diversification of Macau's Economy in China [J]. *China Market*, 2023, (28): 31 - 34. DOI: 10.13939/j.cnki.zgsc.2023.28.031.]. During the COVID - 19 pandemic, the hotel occupancy rate of Macau's gambling and tourism enterprises and the revenue of the gambling industry experienced a cliff - like decline [Xie Yuting. Research on the Impact of the COVID - 19 Pandemic on the Economic Efficiency of Macau's Gambling and Tourism Industry [D]. Zhongnan University of Economics and Law, 2021. DOI: 10.27660/d.cnki.gzczu.2021.002014.]. This has also led to a major impact on Macau's economy. Data from the Statistics and Census Service of the Macau Special Administrative Region Government show that Macau's GDP in 2022 decreased by 26.8% year - on - year compared with 2019 before the pandemic. In 2023, Macau's GDP was 343.8 billion patacas. Although there

was a significant recovery compared with 2022, there is still a large gap compared with 434.7 billion patacas in 2019 before the pandemic [Statistics and Census Service of the Macau Special Administrative Region Government. [EB/OL]. [https://www.dsec.gov.mo/zh - CN/](https://www.dsec.gov.mo/zh-CN/)]. At the same time, data from the Monetary Authority of Macau show that in the first half of 2024, the newly approved loan amount for small and medium - sized enterprises decreased by 30.9% compared with the same period, reaching a new low. The enterprise default ratio increased by 4.3% compared with the same period, becoming the highest default ratio since 2008 [Monetary Authority of Macau Special Administrative Region. [EB/OL]. [https://www.amcm.gov.mo/zh-hant/research - statistics/statistics - page/official - statistics - summary - page](https://www.amcm.gov.mo/zh-hant/research-statistics/statistics-page/official-statistics-summary-page)]. Even though the pandemic is over [1], Macau's economy has not returned to the pre - pandemic level as expected. The business environment continues to deteriorate, and the economic downward trend is obvious, which is closely related to the current situation of Macau's single - structured and vulnerable economy [2]. The problems Macau is currently facing have attracted the attention of the Central Government as early as 2006. The "11th Five - Year Plan" first put forward specific goals for Macau to achieve economic diversification [The State Council of China. Outline of the 11th Five - Year Plan for National Economic and Social Development of the People's Republic of China. [EB/OL]. [http://www.gov.cn/gongbao/content/2006/content\\_26876](http://www.gov.cn/gongbao/content/2006/content_26876)

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6.htm]. The importance of this goal was further emphasized in the "12th Five - Year Plan", and specific guidelines were proposed [The Central Government[3]. Outline of the 12th Five - Year Plan for National Economic and Social Development. [EB/OL]. [https://www.gov.cn/2011lh/content\\_1825838.htm](https://www.gov.cn/2011lh/content_1825838.htm)]. In order to implement this goal, the Central Government introduced the "Overall Plan for the Hengqin - Macau In - depth Cooperation Zone", aiming to provide new impetus and space for the economic diversification of Macau through deepening cooperation between Guangdong and Macau [The State Council of China. Overall Plan for the Hengqin - Macau In - depth Cooperation Zone. [EB/OL]. [http://www.gov.cn/zhengce/2021-09/05/content\\_5635547.htm](http://www.gov.cn/zhengce/2021-09/05/content_5635547.htm)]. Since then, Hengqin has become an important support and new platform for the diversified development of Macau's economy. On October 13, 2024, Sam Ho - Fai was elected as the sixth - term Chief Executive of Macau. In his election platform, "focusing on promoting the moderate diversification of the economy" was clearly stated as the main direction of governance, with a focus on developing the "1 + 4" industries. It is worth noting that the word "talents" was mentioned 36 times in the "Election Platform", the most frequently mentioned word, demonstrating Macau's emphasis on talents [4].

In recent years, universities represented by the University of Macau and the Macau University of Science and Technology have cultivated a large number of outstanding young talents, among which the proportion of mainland students is relatively high, especially among master's and doctoral students with strong innovation capabilities. However, due to the restrictions of Macau's policies, it is very difficult for mainland young talents from Macau's universities to directly participate in the moderate diversification of Macau's economy. With the establishment of the In - depth Cooperation Zone, it has provided more platforms and windows for outstanding mainland young talents to participate in the moderate diversification of Macau's economy and industrial construction. However, the current policies for introducing young talents to the Hengqin - Macau In - depth Cooperation Zone are more inclined towards Macau - born youth. At the same time, the governments of Hengqin and Macau have hardly paid attention to the graduation destinations of outstanding young talents cultivated by Macau's universities, to a certain extent ignoring the important role of mainland youth in industrial and economic development. Against this background, this paper hopes to understand the factors affecting youth employment, innovation and entrepreneurship through the study of a set of national data, CGSS2021, provide a basis and suggestions for improving the policies of the Hengqin - Macau In - depth Cooperation Zone to attract outstanding mainland young talents, further promote the industrial development of Macau and Hengqin, and accelerate the process of the moderate diversification of Macau's economy [5].

## 2. Literature Review

As an important support and new platform for the moderately diversified development of Macau's economy, the Hengqin - Macau In - depth Cooperation Zone's industrial development orientation, employment policies, etc. provide more employment opportunities and development space for young people. From the perspective of young people themselves, socioeconomic background, demographic attributes, lifestyle, etc. will all have an impact on young people's employment and entrepreneurship. In addition, social fairness and trust are also important variables affecting young people's employment and entrepreneurship. Therefore, in the following sections, this paper will conduct a brief literature review on moderate economic diversification, the Hengqin - Macau In - depth Cooperation Zone, the "1 + 4" industrial strategy, youth, and the factors affecting youth employment, providing a theoretical basis for this research.

### 2.1 Related Concepts

#### 2.1.1 Moderate Economic Diversification

Since 2016, the Statistics Bureau of the Special Administrative Region Government has started to release the "Analysis Report on the Statistical Indicator System for the Moderate Diversified Development of the Macau Economy" annually. The indicator system consists of the following eight aspects: diversification of the industrial structure, diversification of gambling business, diversification of the businesses of the concessionaires of lucky gambling enterprises, diversification of the tourist market, development of major non - gambling industries, diversification of emerging industries, expansion of external and regional cooperation to develop the development space for local enterprises and residents, and diversification of the employment structure [Statistics and Census Service of the Macau Special Administrative Region Government. Analysis Report on the Statistical Indicator System for the Moderate Diversified Development of the Macau Economy. [EB/OL]. <https://www.dsec.gov.mo/zh-CN/Home/Publication/SIED>].

According to documents such as the "Plan for the Moderate Diversified Development of the Economy of the Macau Special Administrative Region (2024 - 2028)", the moderate diversification of the Macau economy refers to a proactive strategy adopted by the Macau Special Administrative Region during the economic development process. It aims to reduce dependence on a single industry and form a more reasonable and diversified industrial structure by developing various other industries, so as to enhance the stability and sustainability of the economy [Policy Research and Regional Development Bureau of the Macau Special Administrative Region Government. Plan for the Moderate Diversified Development of the Economy of the Macau Special Administrative Region (2024 - 2028). [EB/OL]. <https://www.dsepr.gov.mo/zh-hans/event/plan-diversification/plan-diversification>]. The

moderate diversification of the Macau economy realizes the optimization and upgrading of the economic structure and enhances the stability and sustainable development ability of the economy by developing non-gambling industries, especially high-value-added and environmentally friendly industries. Promoting the moderate diversification of the Macau economy is an inevitable choice for the long-term and stable development of the Macau economy, and it is also a governance strategy that the Central Government has paid close attention to and the Special Administrative Region Government has actively promoted for many years [Li Zhijie, Liu Yi. The Significance and Strategies of Promoting the Moderate Diversification of the Macau Economy [J]. Review of Economic Research. 2012(5): 7. DOI: 10.3969/j.issn.2095-3151.2012.05.010.]. As early as in the "11th Five-Year Plan", the country had incorporated the economic development of Macau into it and clearly proposed to "promote the moderate diversification of the Macau economy".

### 2.1.2 Hengqin In-depth Cooperation Zone

The Hengqin In-depth Cooperation Zone, fully known as the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, is located in the south of Zhuhai City, Guangdong Province, China, adjacent to the Macau Special Administrative Region. This area was officially approved for establishment by the Central Committee of the Communist Party of China and the State Council on September 5, 2021. It aims to promote the moderate diversification of the Macau economy, create a new space for Macau residents to live and work conveniently, and is also a new demonstration for enriching the practice of "one country, two systems" and a new high-ground for promoting the construction of the Guangdong-Hong Kong-Macao Greater Bay Area. The total area of the Hengqin In-depth Cooperation Zone is approximately 106.46 square kilometers, with a unique geographical location and important strategic significance.

According to the "Overall Plan for the Construction of the Hengqin-Macao In-depth Cooperation Zone" (hereinafter referred to as the "Overall Plan"), the Hengqin In-depth Cooperation Zone is committed to building a new high-level open-type economic system, promoting the connection of rules and the docking of mechanisms between the two places, and forming a new pattern of mutual benefit, win-win results, and coordinated development [The Central Committee of the Communist Party of China and the State Council. Overall Plan for the Construction of the Hengqin-Macao In-depth Cooperation Zone. [EB/OL]. [https://www.gov.cn/zhengce/2021-09/05/content\\_5635547.htm](https://www.gov.cn/zhengce/2021-09/05/content_5635547.htm)]. The "Overall Plan" emphasizes that the construction of the Hengqin In-depth Cooperation Zone is not only an enrichment and development of the practice of "one country, two systems" but also an important part of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area. The Central Committee of the Communist Party of China and the State Council issued the "Overall Plan for the Construction of the Hengqin-

Macau In-depth Cooperation Zone", clearly defining the In-depth Cooperation Zone as a new platform for promoting the moderate diversification of the Macau economy. Based on the resource endowments and development foundations of Guangdong and Macau, and focusing on the main direction of the diversified development of Macau's industries, it vigorously develops new technologies, new industries, new business forms, and new models, injecting new impetus into the long-term development of Macau.

### 2.1.3 "1+4" Industrial Strategy

Based on the development positioning of "one center, one platform, one base", the Macau Special Administrative Region Government put forward the "1+4" strategy for the moderate diversified development of the economy in the "2023 Fiscal Year Policy Address", aiming to optimize the industrial structure and promote the diversified development of the economy. Among them, "1" aims to build a world tourism and leisure center and promote the diversified development of the comprehensive tourism and leisure industry; "4" refers to continuously promoting the development of four key industrial sectors, namely, traditional Chinese medicine and big health, modern finance, high-tech, and exhibition, commerce, trade, culture, and sports [The Government of the Macau Special Administrative Region of the People's Republic of China. 2023 Policy Address. [EB/OL]. <https://www.gov.mo/zh-hans/>]. On September 5, 2021, the "Overall Plan for the Construction of the Hengqin-Macao In-depth Cooperation Zone" was officially announced. Centering on the main line of "promoting the moderate diversification of the Macau economy", the Hengqin-Macao In-depth Cooperation Zone is endowed with four core strategic positions: "a new platform for promoting the moderate diversification of the Macau economy, a new space for facilitating the living and employment of Macau residents, a new demonstration for enriching the practice of 'one country, two systems', and a new high-ground for promoting the construction of the Guangdong-Hong Kong-Macao Greater Bay Area" [The Central Committee of the Communist Party of China and the State Council. Overall Plan for the Construction of the Hengqin-Macao In-depth Cooperation Zone. [EB/OL]. [https://www.gov.cn/zhengce/2021-09/05/content\\_5635547.htm](https://www.gov.cn/zhengce/2021-09/05/content_5635547.htm)]. The Hengqin-Macao In-depth Cooperation Zone focuses on developing new industries that promote the moderate diversification of the Macau economy, concentrating on developing four industries: scientific research and development and high-end manufacturing industries, Macau-branded industries such as traditional Chinese medicine, cultural tourism, exhibition, commerce, and trade industries, and modern financial industries, making Hengqin an important front for the development of Macau's "1+4" industrial strategy.

### 2.1.4 Youth

The United Nations General Assembly defines "youth" as those aged between 15 and 24 years old (including 15 and 24 years old), the World Health Organization defines "youth" as individuals in the 15 - 24 - year - old age group, and the "Medium - and Long - Term Youth Development Plan (2016 - 2025)" issued by the Central Committee of the Communist Party of China and the State Council points out that the youth referred to in this plan are in the age range of 14 - 35 years old [The Central Committee of the Communist Party of China and the State Council. Medium - and Long - Term Youth Development Plan (2016 - 2025). [EB/OL]. [https://www.gov.cn/zhengce/2017-04/13/content\\_5185555.htm#1](https://www.gov.cn/zhengce/2017-04/13/content_5185555.htm#1)]. Based on the close relationship between mainland young talents and the regional development of Hengqin, and considering the actual situation of the graduation ages of various educational levels in China and the legal employable age (16 years old), this paper precisely defines the age range of young talents in the research as the social group aged 16 to 35 years old.

## 2.2 Literature Review on Factors Affecting Youth Employment

When delving into the multi - dimensional factors influencing youth employment, variables such as sociodemographic and economic attributes, lifestyle, and social environment all play crucial roles, jointly shaping young people's employment choices and career development paths.

Firstly, gender differences have a significant impact on employment rates and income. Generally, men are more likely to obtain full - time jobs and earn higher salaries compared to women. This phenomenon not only reflects the profound influence of gender stereotypes but also reveals the prevalence of gender discrimination in the workplace [Blau, F.D. & Kahn, L.M. (2017). The Gender Wage Gap: Extent, Trends, and Explanations. *Journal of Economic Literature*, 55(3), 789 - 865.]. Secondly, age also significantly affects youth employment. Kahn pointed out that younger employees are usually more likely to accept short - term contracts or informal jobs because they are in the exploration stage of their careers and have not yet formed a stable career plan [Kahn, L. B. (2022). The long - term labor market consequences of graduating from college in a bad economy. *Labour Economics*, 78, 101943.]. However, this choice also leads to employment instability, thus exacerbating the job insecurity among the youth group [Kalleberg, A. L. (2021). Precarious work, insecure workers: Employment relations in transition. *American Sociological Review*, 74(1), 1 - 22.]. Therefore, how to help young people better understand market demands and adjust their career expectations has become an important part of solving the youth employment problem. Marital status is also one of the important factors affecting the employment stability of young people. Married young people, especially men, show stronger employment stability [Buchmann, M., & Kriesi, I. (2011). Transition to Adulthood in Europe.

*Annual Review of Sociology*, 37, 481 - 503.]. However, for women, marriage and childcare responsibilities often become obstacles to their entry into or full - time participation in the labor market [Matysiak, A., & Vignoli, D. (2008). Fertility and Women's Employment: A Meta - analysis. *European Journal of Population*, 24(4), 363 - 384.]. The importance of education level as a key factor influencing employment is self - evident. An improvement in education level not only provides young people with more employment opportunities and higher income expectations but also enhances their competitiveness and flexibility in the workplace [Oreopoulos, P., & Salvanes, K. G. (2011). Priceless: The Non - pecuniary Benefits of Schooling. *Journal of Economic Perspectives*, 25(1), 159 - 184.]. Young people with higher education show stronger adaptability in terms of job stability and mobility, thus gaining an advantageous position in the job market [Chevalier, A. (2014). Education, Occupation and Career Expectations: Determinants of the Gender Pay Gap for UK Graduates. *Oxford Bulletin of Economics and Statistics*, 76(6), 819 - 841.]. In the actual recruitment process, there are mainly two types of employment discrimination against ethnic minorities. One is unfair job - choosing opportunities, where employers are reluctant to accept ethnic - minority job seekers under the same conditions. The other is unequal pay for equal work, which occurs in many assembly - line factories, where ethnic - minority workers do the same work as Han workers but receive lower wages [Yang, Yiyong, Gao Kaiying, Huang Yandong & Wen Pengli. (2013). Research on the Employment of Ethnic Minorities in China. *Review of Economic Research* (72), 3 - 10. doi:10.16110/j.cnki.issn2095 - 3151.2013.72.001.]. Moreover, in a multicultural or immigrant context, language ability also affects youth employment. Language barriers may limit young people's career opportunities, forcing them into low - income and low - skill positions. In contrast, young people with strong language skills are more likely to obtain high - paying and stable jobs [Chiswick, B. R., & Miller, P. W. (2015). International Migration and the Economics of Language. *Journal of Economic Literature*, 53(2), 442 - 483.]. In the academic field of exploring youth employment trends and their influencing factors, the social security system provides young people with economic security. Young people who are new to the labor market not only lack job and income security but also lack necessary social security and social services [Zhou Mu & Zhang Jun. (2023). Optimization of Youth Employment and Social Security Policies: Taking the UK as an Example. *Social Security Review* (03), 62 - 78. doi:CNKI:SUN:SBPL.0.2023 - 03 - 005.]. This finding is particularly important against the backdrop of the booming development of the new economic form. The traditional labor market structure is undergoing profound changes, and young job seekers increasingly value whether employers can provide a comprehensive and sound social security system. The impact of media use behavior on youth employment is mainly due to the rapid development of information technology in the Internet era, which deeply affects all aspects of young people's social lives. The Internet has made the channels for young

people to obtain information increasingly extensive. Under this trend, young people are more open - minded and exposed to the world in a more diverse way [Jia Ranran & Lang Xu. (2024). Research on the Employment Values and Employment of Young People in the New Era under the Background of the Internet. *Modern Business Trade Industry* (20), 102 - 104. doi:10.19311/j.cnki.1672 - 3198.2024.20.035.]. As an important part of young people's lives, leisure activities also have a dual impact on employment. Boreham and his colleagues' research found that actively participating in cultural activities, social gatherings with friends, and other social interaction activities help young people accumulate social capital, increase the frequency of interaction with their peers and potential employers, and thus bring more employment opportunities. However, on the other hand, excessive indulgence in entertainment activities such as watching TV and movies may weaken young people's competitiveness in the job market [Boreham, P., Povey, J., & Tomaszewski, W. (2013). *Work and Social Well - being: The Impact of Employment Conditions on Quality of Life*. *International Journal of Human Resource Management*, 24(11), 2363 - 2389.].

In addition to the above conditions, social trust, as a powerful driving force, has a significant positive impact on promoting employment and entrepreneurial success. Algan and Cahuc's research emphasizes that a high level of social trust can effectively reduce the friction between job seekers and employers, optimize job matching, and increase the employment rate. This positive effect stems from the role of trust in promoting the flow of information in the labor market and its contribution to reducing supervision and transaction costs in labor relations, thereby enhancing enterprises' willingness to hire [Algan, Y. & Cahuc, P. (2014). Trust, growth, and well - being: New evidence and policy implications. *Handbook of Economic Growth*, 2, 49 - 120.]. In the field of entrepreneurship, Nannestad further explained that a social environment with a high degree of trust fosters a more mature social capital network, providing entrepreneurs with smoother channels to obtain financing, information, and resources, significantly increasing the probability of entrepreneurial success [Nannestad, P. (2017). What have we learned about generalized trust, if anything? *Annual Review of Political Science*, 20, 1 - 19]. At the same time, social fairness, as another core social norm, also has a profound impact on an individual's employment opportunities and entrepreneurial behavior. Blau and Kahn's research pointed out that a fair policy environment can reduce gender, racial, and income gaps in the labor market, thus enhancing market inclusiveness and promoting employment diversification and the widespread distribution of opportunities [Blau, F. D., & Kahn, L. M. (2017). The gender wage gap: Extent, trends, and explanations. *Journal of Economic Literature*, 55(3), 789 - 865.]. In addition, an increase in the sense of social fairness can stimulate the entrepreneurial enthusiasm of disadvantaged groups. Estrin and Mickiewicz's research found that under a fair legal and institutional framework, entrepreneurial barriers are reduced, encouraging more individuals to bravely enter the entrepreneurial field. Especially in innovation - intensive and technology -

oriented enterprises, a fair resource allocation mechanism can fully stimulate the innovative potential of entrepreneurs, accelerating the transformation and upgrading of the economic structure [Estrin, S., & Mickiewicz, T. (2019). Entrepreneurship in transition economies: The role of institutions and generational change. In *Entrepreneurship and Development* (pp. 148 - 165)]. Therefore, social fairness, by comprehensively optimizing the labor market environment, not only promotes employment growth but also, by providing fair market access conditions, lays a solid foundation for more individuals to embark on the entrepreneurial path. In conclusion, the youth employment problem is a multi - dimensional, multi - level, and complex social phenomenon, deeply influenced by numerous factors such as individuals, families, and society. Therefore, in order to effectively promote youth employment and development, it is necessary to comprehensively consider these factors, formulate more comprehensive, detailed, and targeted policies and strategies, and create a more fair, inclusive, and efficient employment environment for young people.

### 3. Development Status

#### 3.1 Policy Measures for Introducing Young Talents in Macau and the Hengqin - Macau In - depth Cooperation Zone

##### 3.1.1 Macau

The talent introduction system in Macau places more emphasis on the industrial orientation and has strict control over talent introduction. To align with the "1 + 4" strategy for the moderate diversified development of the economy and further drive the local industrial development and long - term social progress, the Special Administrative Region Government has implemented three types of talent introduction plans since July 2023. These include the High - end Talent Plan, the Excellent Talent Plan for industries such as big health, high - tech, modern finance, culture and sports, and other related industries, and the Senior Professional Talent Plan, aiming to introduce leading figures and senior professionals in key industries [Legislative Assembly of the Macau Special Administrative Region of the People's Republic of China. *Legal System for Talent Introduction*. [EB/OL]. <https://www.al.gov.mo/zh/law/2023/531>]. The three types of talent plans are highly targeted and have very strict review standards. They assess candidates from various dimensions such as age, educational background, work experience, entrepreneurial experience, and annual income, aiming to attract top - notch elite talents with professional backgrounds and rich experience. As of September 30, 2024, for the first - phase talent introduction plan in Macau, there were a total of 1,036 valid applications, and only 459 people were included in the proposed list of introduced talents, with an inclusion percentage of 44.3% [Talent Development Committee of the Macau Special Administrative Region Government.

Statistical Data of the Talent Introduction Plan: Approval Status of the Talent Introduction Plan (Data as of September 30, 2024). [EB/OL]. <https://www.cdqq.gov.mo/zh-hant/trpstatistics/>. For relatively mature industries such as the convention and exhibition industry, local talent cultivation is the main approach. Only industries that Macau needs to develop but lacks talent in, such as modern finance and big health, will introduce talents from outside. Overall, the scale of introducing mainland young talents in Macau is limited, and it cannot absorb a large number of mainland students graduating from Macau's universities.

### 3.1.2 Hengqin

The Hengqin - Macau In - depth Cooperation Zone has introduced a series of support policies and incentive measures in aspects such as promoting industrial development, integrating people's livelihood in Hengqin and Macau, and supporting the development of Macau's youth. These are mainly reflected in the following aspects:

(1) Internship: Since 2022, the Bureau of Civic and Municipal Affairs has held the Macau Youth Internship Program every year, providing internship opportunities and programs for Macau's youth. The aim is to help Macau's youth gain an in - depth understanding of the development status, prospects, and advantages of relevant industries in the Hengqin - Macau In - depth Cooperation Zone, and cultivate more high - quality talents for promoting the diversified development of Macau's industries.

(2) Talent services: On March 21, 2024, the Hengqin In - depth Cooperation Zone officially issued the "Several Measures of the Hengqin - Macau In - depth Cooperation Zone to Support Talent Development" [Executive Committee of the Hengqin - Macau In - depth Cooperation Zone. Notice on Printing and Distributing the "Several Measures of the Hengqin - Macau In - depth Cooperation Zone to Support Talent Development". [EB/OL].

[https://www.hengqin.gov.cn/macao\\_zh\\_hans/zwgk/zcfg/zyzc/content/post\\_3647811.html](https://www.hengqin.gov.cn/macao_zh_hans/zwgk/zcfg/zyzc/content/post_3647811.html)]. In 2024, Zhuhai City again introduced special measures to support and serve Hong Kong and Macau youth, namely the "16 Measures to Support and Serve Hong Kong and Macau Youth to Develop in Zhuhai" [Taiwan, Hong Kong and Macau Affairs Office of the Zhuhai Municipal Committee of the Communist Party of China. 16 Measures to Support and Serve Hong Kong and Macau Youth to Develop in Zhuhai. [EB/OL].

[https://www.zhuhai.gov.cn/xw/gsgg/content/post\\_3713519.html](https://www.zhuhai.gov.cn/xw/gsgg/content/post_3713519.html)]. This policy puts forward 16 specific measures in four major aspects: supporting talent aggregation, carrier development, talent coordination between Hengqin and Macau, and improving the development environment. It provides support specifically for Macau's young talents, including tuition subsidies, industrial contribution rewards, etc.

(3) Innovation and entrepreneurship: As an important platform for promoting the moderate diversified development of Macau's economy, the Hengqin - Macau

In - depth Cooperation Zone, through issuing the "Measures of the Hengqin - Macau In - depth Cooperation Zone to Promote the Innovation and Entrepreneurship of Macau's Youth" [Bureau of Civic and Municipal Affairs of the Hengqin - Macau In - depth Cooperation Zone. Notice on Printing and Distributing the "Measures of the Hengqin - Macau In - depth Cooperation Zone to Promote the Innovation and Entrepreneurship of Macau's Youth". [EB/OL].

[https://www.hmo.gov.cn/hzjl\\_new/whjhlz/202402/t20240207\\_38746.html](https://www.hmo.gov.cn/hzjl_new/whjhlz/202402/t20240207_38746.html)], provides preferential policies such as venue rent reduction, entrepreneurship rewards, and supporting rewards, reducing the entrepreneurial costs of Macau's youth in Hengqin and, to a certain extent, stimulating the enthusiasm of Macau's youth to start businesses in Hengqin.

However, these policies have certain limitations in terms of the supported objects. They tend to focus too much on local Macau youth while relatively neglecting the group of mainland youth who graduate from Macau's universities.

### 3.2 Proportion of Mainland Students in Macau's Universities

The latest data from the Education and Youth Affairs Bureau of Macau, China, shows that in the past five years, the number of higher - education students (undergraduate, master's, and doctoral degrees) has increased from 34,279 in the 2018/2019 academic year to 49,594 in the 2022/2023 academic year, with the enrollment scale gradually expanding. As the world rankings, reputation, and influence of Macau's universities, led by the University of Macau, have been increasing year by year, in recent years, more and more high - level mainland students have been attracted to apply for admission. In the 2022/23 academic year, among the mainland students studying in Macau's higher - education institutions, there were 17,990 undergraduates and 15,031 postgraduate students (master's and doctoral), totaling 33,021 people. The proportion of mainland students was as high as 66.58% [Education and Youth Affairs Bureau of the Macau Special Administrative Region. Statistical Data Overview 2023. [EB/OL].

[https://mirror1.dsedj.gov.mo/dsedj/stati/2022/c/edu\\_num22\\_part1.pdf](https://mirror1.dsedj.gov.mo/dsedj/stati/2022/c/edu_num22_part1.pdf)]. They can serve as a major force for employment and entrepreneurship in Hengqin. With the close coordination between the Hengqin - Macau In - depth Cooperation Zone and Macau's "1 + 4" strategy for moderate diversified development, the four major industries are booming. There is a large gap in job demands between the two places, and the demand for talents in related industries is also increasing. The internationalized higher - education model that mainland students receive in Macau will provide them with a solid professional foundation and rich practical experience for their future employment and entrepreneurship in the In - depth Cooperation Zone, making them an important force in promoting the moderate diversified development of the economy in Hengqin and Macau.

### 3.3 Population Statistics of the Hengqin - Macau In - depth Cooperation Zone

The "Overall Development Plan for the Hengqin - Macau In - depth Cooperation Zone" [National Development and Reform Commission of the People's Republic of China. Overall Development Plan for the Hengqin - Macau In - depth Cooperation Zone. [EB/OL]. <https://www.ndrc.gov.cn/xxgk/zcfb/ghwb/202312/P020231221647624666171.pdf>] clearly sets the development target for the permanent resident population by 2035. Among the main indicators of the economic and social development of the cooperation zone, the permanent resident population is 75,000 in 2024 and 150,000 in 2029. According to the public data from the Bureau of Statistics of the Hengqin - Macau In - depth Cooperation Zone [Bureau of Statistics of the Hengqin - Macau In - depth Cooperation Zone. Express Report on Population and Social Statistics. [EB/OL]. [https://www.hengqin.gov.cn/stats/tjzt/rktjzt/content/post\\_3718962.html#a03](https://www.hengqin.gov.cn/stats/tjzt/rktjzt/content/post_3718962.html#a03)], as of August 2024, the number of approved talent introductions was 607, and the number of registered residents in the Hengqin - Macau In - depth Cooperation Zone was 38,398, which is far lower than the planned target of 75,000 in 2024. This data indicates that although the cooperation zone has made some progress in attracting the population, this number still has room for increase compared to the large - scale planned target. It is necessary to further strengthen talent introduction and retention efforts to achieve the planned target.

## 4. Data Analysis

### 4.1 Data Source

This paper uses the survey results of the Chinese General Social Survey (CGSS) in 2021 as the data source to explore the influencing factors of youth employment and entrepreneurship. CGSS, which began in 2003, is the earliest national, comprehensive, and continuous academic survey project in China. CGSS systematically and comprehensively collects data at multiple levels, including society, community, family, and individual. It explores topics of great scientific and practical significance and serves as a multi - disciplinary economic and social data collection platform [Chinese General Social Survey. [EB/OL]. <http://cgss.ruc.edu.cn/>]. At present, CGSS data has become the primary data source for studying Chinese society and is widely used in scientific research, teaching, and government decision - making. From 2003 to 2022, CGSS conducted 15 annual surveys and successfully interviewed 162,036 people nationwide. This paper conducts research using the latest annual data of CGSS, CGSS2021. CGSS2021 contains a total of 8,148 valid samples. After excluding invalid and blank samples according to the research purpose of this paper, 1,970 valid samples are obtained.

### 4.2 Research Methods

When studying the youth employment problem, this paper defines the research target's relative age as 16 - 35 years old and divides the employment status into four types:

Economic Inactive, Self - Employed, Informal Employed, and Formal Employed. Economic Inactive mainly refers to those who do not obtain economic income through labor. Self - Employed includes self - employed individuals, entrepreneurs, and partners. Informal Employed covers casual workers, gig workers, and freelancers. Formal Employed refers to the employment status with a fixed employer. This paper selects factors that may affect youth employment based on the analysis of previous studies and the actual situation, and sets variables as shown in Table 1.

Based on the variable selection and research objectives, this paper refers to the research methods used by Wang Zhuo and others in 2022 on the influencing factors of youth employment, and further extends and revises them. The data is analyzed by multiple logistic regression using SPSS software to explore the impact of various factors on youth employment [Wang Zhuo, Su Beibei. Research on the Employment Status of Chinese Youth and Its Influencing Factors - An Empirical Analysis Based on CGSS2017 Data [J]. Northwest Population Journal, 2022, 43(04): 42 - 53. DOI: 10.15884/j.cnki.issn.1007 - 0672.2022.04.004.]. The results of the multiple logistic regression are shown in Table 2.

From the results of the regression analysis, it can be seen that for young entrepreneurs, partners, or self - employed individuals, at the level of sociodemographic and economic attributes, the main factors affecting their employment are gender, age, ethnicity, English proficiency, and participation in commercial endowment insurance. Among them, gender, age, and participation in commercial insurance are positively correlated with self - employment, while ethnic minorities and English proficiency are negatively correlated. At the lifestyle level, the frequency of Internet use will significantly affect the employment status. The more frequently the Internet is used, the more likely young people are to choose self - employment. At the social attitude level, the main factor influencing the choice of self - employment is the degree of recognition of social fairness. The regression results show that the higher the degree of recognition of social fairness, the more inclined people are to choose self - employment.

For the informal employment group, the main factors at the level of sociodemographic and economic attributes that affect this employment choice are gender, age, and education level. Judging from the regression results, gender, age, education level, and social security participation are all positively correlated with the choice of informal employment. At the lifestyle level, the use of the Internet makes it easier for young people to choose informal employment.

There are more factors that have a significant impact on the choice of formal employment. First, at the sociodemographic and economic level, gender, age, education level, Putonghua proficiency, and social security participation all have a significant impact on formal employment and are positively correlated with it. Ethnic minorities and English proficiency also have a significant impact on formal employment, but both are negatively correlated. At the lifestyle level, frequent TV use has a negative impact on young people's choice of

formal employment, while Internet use promotes young people's choice of formal employment. At the social attitude level, the sample data selected this time shows

that the overall level of social trust will promote young people's choice of formal employment.

Table 1. Variable interpretation and value assignment

dependent variable	employment status		
		1= economically inactive; 2= self-employment; 3= informal employment; 4= formal employment	
		1= economically inactive; 2= self-employment; 3= informal employment; 4= formal employment	
	independent variable		
	sex	1= male; 0= female	
	age	16-20 years =1; 21-25 years =2; 26-30 years =3; 31-35 years =4	
	Education level	Higher education (college or above) =1; primary education (high school (technical secondary school, technical school) or below)	
	marital status	1= married; 0= other	
Social-demographic and economic attributes	Language skills (Mandarin Chinese)	1= very good and relatively good; 0= other	
	Language skills (English)	1= very good and relatively good; 0= other	
	Self-evaluation of economic level	1= middle and above; 0= middle and lower and lower levels	
	Urban basic medical care insurance / new rural cooperative medical care system		
	Social security participation situation		
	Insurance / free health care	1= has attended; 0= has not attended	
	Urban / rural basic endowment insurance		
	Commercial health insurance policy		
	Commercial endowment insurance		
	Media usage status		
	1. Newspapers	1= frequent and very frequent; 0= other	
	2. Magazine		
	3. broadcasting		
	4. TV		
	5. The Internet		
	6. Mobile phone customization information		
mode of life	1. Watch TV		
	2. Go out to see a movie		
	3. Go shopping		
	4. Books / newspapers / magazines		
	5. Participate in cultural activities		
	6. Dinner with relatives that you don't live with		
	Free-time activity	7. Get out with your friends	1= several times a week and every day; 0= other
		8. Listen to music at home	
		9. Participate in physical exercise	
		10. Watch the sports games live	
		11., do the hand	
		12. Internet	
social attitude	Social trust level	1= very trust or more trust; 0= other	
	Social equity recognition	1= completely fair or fairly fair; 0= other	

Table 2. Results of the multiple logistic regression analysis

independent variable	Self employment			Formal employment			Regular employment		
	B	S.E.	p-value	B	S.E.	p-value	B	S.E.	p-value
<b>Social-demographic and economic attributes</b>									
1. Social background									
sexual distinction	<b>0.982</b>	<b>0.199</b>	<b>0.000</b>	<b>1.070</b>	<b>0.228</b>	<b>0.000</b>	<b>0.668</b>	<b>0.139</b>	<b>0.000</b>
age	<b>0.966</b>	<b>0.122</b>	<b>0.000</b>	<b>0.692</b>	<b>0.132</b>	<b>0.000</b>	<b>0.765</b>	<b>0.081</b>	<b>0.000</b>
Education level	0.212	0.221	0.339	<b>0.620</b>	<b>0.242</b>	<b>0.010</b>	<b>1.081</b>	<b>0.151</b>	<b>0.000</b>
2. Language ability									
mandarin	0.380	0.356	0.286	0.446	0.425	0.293	<b>0.319</b>	<b>0.212</b>	<b>0.024</b>
English	<b>-0.965</b>	<b>0.276</b>	<b>0.000</b>	-0.381	0.262	0.145	<b>-0.268</b>	<b>0.129</b>	<b>0.037</b>
3. Social security participation									
Urban basic medical insurance / new / cooperative medical care / free medical care	0.630	0.379	0.096	0.280	0.391	0.473	<b>0.578</b>	<b>0.248</b>	<b>0.020</b>
Basic old-age insurance for both urban and rural areas	0.122	0.192	0.525	<b>0.529</b>	<b>0.218</b>	<b>0.015</b>	<b>1.193</b>	<b>0.132</b>	<b>0.000</b>
Commercial health insurance	0.307	0.249	0.218	<b>0.887</b>	<b>0.348</b>	<b>0.011</b>	-0.301	0.178	0.090
Commercial endowment insurance	<b>0.770</b>	<b>0.390</b>	<b>0.049</b>	<b>1.493</b>	<b>0.474</b>	<b>0.002</b>	<b>0.937</b>	<b>0.299</b>	<b>0.002</b>
<b>Lifestyle (Media Usage)</b>									
magazine	<b>1.568</b>	<b>0.580</b>	<b>0.007</b>	0.330	0.803	0.681	0.113	0.431	0.794
television	0.124	0.218	0.568	-0.357	0.260	0.170	<b>-0.341</b>	<b>0.151</b>	<b>0.024</b>
internet	<b>1.515</b>	<b>0.517</b>	<b>0.003</b>	0.972	0.493	0.049	<b>1.265</b>	<b>0.312</b>	<b>0.000</b>
<b>social attitude</b>									
Degree of social fair recognition	<b>0.150</b>	<b>0.190</b>	<b>0.029</b>	0.334	0.218	0.126	0.075	0.131	0.566
Social trust level	-0.307	0.192	0.109	0.070	0.226	0.758	<b>0.478</b>	<b>0.136</b>	<b>0.012</b>

The reference category is: economically inactive (due to many selected factors, the regression results only show the factors that have a significant impact on the employment situation of young people)

## 5. Policy Recommendations

Based on the analysis of the above - mentioned data operation results, combined with the employment status in Macau and relevant literature, this paper puts forward the following policy recommendations:

Strengthen multi - channel online employment promotion by further enhancing the high - quality online image of the In - depth Cooperation Zone. The results of data analysis show that Internet information has a positive impact on youth employment. Therefore, a high - quality online image of a city can enhance the public's favorability towards the city and its developing industries, thus attracting talents to seek employment. The government and enterprises in the In - depth Cooperation Zone should, through multi - channel online media, enhance the promotion of the In - depth Cooperation Zone and its industries by creating online cultural works, holding online work creation competitions, hosting online city expos, cultivating a number of high - quality online blogger accounts, etc., and create a high - quality online image of the In - depth Cooperation Zone. At the same time, the government and enterprises in the In - depth Cooperation Zone should strengthen technical cooperation and data exchange to build an integrated talent employment information platform. On the employee side, a complete employment information database for the In - depth Cooperation Zone should be constructed to fully record the personal basic information, educational qualifications and skills, employment preferences, etc. of residents in the Greater Bay Area. This enables the talent platform to promptly push effective recruitment information based on user information and the recruitment information of relevant enterprises. On the employer side, the platform should promptly release talent

recruitment information, especially interpret the talent policies of the In - depth Cooperation Zone well. The government of the In - depth Cooperation Zone should take advantage of the fact that mainland students are more likely to pay attention to mainland media, and actively increase the publicity of the talent policies of the In - depth Cooperation Zone through mainland media platforms. This facilitates mainland young talents to understand relevant employment policies, improves the willingness of mainland students to stay and work in Hengqin, reduces the job - seeking costs caused by information asymmetry, and realizes more effective talent supply - demand matching. In addition, for mainland students at local Macau universities, the government of the In - depth Cooperation Zone should increase the intensity of employment promotion for this group. By holding online employment promotion meetings, pushing employment information in real - time, and creating an online city image that meets the preferences of mainland students at Macau universities, it can attract mainland students to stay and work in Hengqin.

Improve the social security mechanism for young talents' employment to enhance social trust. Each university in the Macau Special Administrative Region stipulates that mainland students studying in Macau can join the school's medical insurance plan, which provides a certain policy basis for the government of the In - depth Cooperation Zone to improve the social security mechanism for young talents. At the same time, a considerable number of mainland students rent houses and intern in Hengqin, and they have a certain degree of social trust in the overall development environment of Hengqin and the government of the In - depth Cooperation Zone. On this basis, the government of the In - depth Cooperation Zone should fully recognize the promoting role of a sound social security system in

attracting mainland young people to stay and work in Hengqin, improve the construction of the social security mechanism, and implement the social security policies for regular employment of mainland talents. Employers should increase the contribution amount and growth rate of the "five social insurances and one housing fund" and provide a certain amount of youth employment subsidies to attract talents. In response to the employment difficulties faced by married women, the government and enterprises in the In - depth Cooperation Zone can pay a certain amount of maternity insurance for young female workers to ensure their income levels. Regarding the health status of the formally employed group, the government and enterprises in the In - depth Cooperation Zone should increase the intensity of physical examinations and medical security for this group. The physical examination frequency should be increased from an annual check - up to a semi - annual check - up, and commercial medical insurance with a wider coverage and higher insurance amount should be paid for employees. For informal employment, it is necessary to simplify the approval process for flexible employment. By promoting the sharing of electronic licenses and other means, the entry threshold for the gig economy should be reduced, and the whole - society participation in the gig economy in the Hengqin - Macau area should be expanded. It is necessary to improve relevant laws and regulations, introduce a professional qualification certification system for informal employees, give informal employees a certain degree of formal recognition, solve a series of inconvenience problems caused by the lack of professional qualification certification for this group, and improve the social insurance system for informal employment groups. For informal employees engaged in certain risks such as food delivery riders and Didi drivers, the employment relationship between the platform and flexible employees should be re - defined, the social insurance contribution unit for the flexible employee group should be determined, and this group should be guaranteed to enjoy normal social security benefits.

Enhance the social fairness of Hengqin's talent policies to encourage mainland youth to stay and innovate and start businesses in Hengqin. The construction of the In - depth Cooperation Zone should not only rely on local young talents in Macau but also actively introduce mainland talents to participate in the construction process. At present, the mainland talent market has become saturated, and the competition in the talent market is severe. A considerable number of young talents are unemployed, and mainland young talents are urgently looking for new employment breakthroughs and job opportunities. Based on the "Several Measures of the Hengqin - Macau In - depth Cooperation Zone to Support Talent Development" and the "Implementation Measures for Awards and Subsidies for Talent Development in the Hengqin - Macau In - depth Cooperation Zone", the government of the In - depth Cooperation Zone should further clarify the standards and conditions for employers and various types of talents to enjoy support, and support more young talents to develop in the In - depth Cooperation Zone [Bureau of Economic Development of the Hengqin - Macau In - depth Cooperation Zone. Implementation

Measures for Awards and Subsidies for Talent Development in the Hengqin - Macau In - depth Cooperation Zone. [EB/OL]. <https://zhsmc.org.cn/policy/getAllPolicyInfoByPolicyId?id=faccc4bbM04f9M4475MbcccM7ad8cffd3510>]. It should promote special talent employment policies for mainland students, grant mainland students at Macau universities the same policy preferences and talent treatment as local young talents in Macau, relax the threshold of Hengqin's talent introduction policy, and increase the salary levels of mainland Chinese students. For talent shortages in industries that urgently need development, emerging industries, and high - value - added industries (such as high - tech industries), an employment incentive mechanism for mainland talents in these industries should be established, and the talent classification and evaluation mechanism should be innovated to attract more mainland young talents to work in the In - depth Cooperation Zone and improve the quality of industrial development. At the same time, young talents should be actively encouraged to start their own businesses. The government of the In - depth Cooperation Zone should actively introduce more domestic and overseas enterprises, universities, and student entrepreneurial teams to participate in the construction of the "Hengqin - Macau Youth Entrepreneurship Valley", a national - level business incubator, providing more business exchange and angel financing opportunities for young entrepreneurial teams. It should increase the policy subsidy intensity for young talent entrepreneurship [Guangdong Provincial Department of Human Resources and Social Security. Notice on Printing and Distributing the "Opinions of the Guangdong Provincial Department of Human Resources and Social Security on Supporting the Innovative Development of the Human Resources and Social Security Undertakings in Hengqin New Area, Zhuhai City". [EB/OL]. [https://www.gd.gov.cn/zwgk/gongbao/2019/29/content/post\\_3366503.html](https://www.gd.gov.cn/zwgk/gongbao/2019/29/content/post_3366503.html)], provide financial support for youth entrepreneurship, increase the frequency of youth entrepreneurship training camps and entrepreneurship exchange meetings, provide more professional business ability training for youth entrepreneurship, and continue to strengthen multi - aspect cooperation with universities in Zhuhai and Macau, increase the number of post - doctoral research stations in the incubator, actively support the construction of scientific and technological entrepreneurship incubation carriers, and build high - quality industry - education - research demonstration bases for Macau universities [Executive Committee of the Hengqin - Macau In - depth Cooperation Zone. Notice on Printing and Distributing the "Several Measures to Promote the Scientific and Technological Innovation Development of the Hengqin - Macau In - depth Cooperation Zone". [EB/OL]. [https://www.gd.gov.cn/gdywdt/zwzt/ygadwq/zxzc/content/post\\_4400869.html](https://www.gd.gov.cn/gdywdt/zwzt/ygadwq/zxzc/content/post_4400869.html)], providing more professional technical support for mainland youth entrepreneurial teams.

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