

Original Paper

A Survey on the Current Situation of High-Quality Development of Employment and Entrepreneurship Services in Hebei Universities under the Background of Digital Intelligence

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Abstract

Digital intelligence technology is an important engine for economic and social development. Digital intelligence has brought new opportunities for employment and entrepreneurship services in Hebei universities. This paper first defines the connotation of high-quality development of employment and entrepreneurship services in Hebei universities from four aspects: development philosophy, development mode, development path, and development momentum. Then, through field research and questionnaire surveys, the current situation of employment and entrepreneurship services in Hebei universities is thoroughly investigated, and the advantages and bottlenecks of high-quality development of employment and entrepreneurship services in Hebei universities are analyzed. This survey lays a solid foundation for the follow-up research on the specific realization path of high-quality development of employment and entrepreneurship services in Hebei universities under the background of digital intelligence.

Keywords

digital intelligence, employment and entrepreneurship services, high-quality development

1. Introduction

Employment has always been a major concern for the well-being of the people. At the same time, entrepreneurship is an important means to promote the economic and social development of the country and regions. With the restructuring of our country's economic structures, the upgrading of industrial structure , as well as the expansion of enrollment in colleges and universities, the number of graduates

from higher education institutions in China is expected to reach 11.58 million in 2023, an increase of 820,000 compared to the previous year. The scale is estimated to reach 11.79 million in 2024, an increase of 210,000 year-on-year. According to the trend of the job market in 2023, the pressure on the total employment in our country still exists. Meanwhile, the entrepreneurship rate and success rate for Chinese college graduates are still relatively low, and they face many challenges from entrepreneurship. It can be seen that the situation of employment and entrepreneurship for college graduates is very severe. As one of the important talent export provinces in North China, Hebei Province has the characteristics of a large population base and a relatively large number of colleges and universities, so it is of great significance to do a good job in the employment and entrepreneurship of college students.

In May 2015, the General Office of the State Council issued the “Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Higher Education Institutions,” emphasizing that this move is in response to the national strategy of implementing innovation-driven development and the urgent need to improve the performance of China’s economy. The “Opinions” emphasize that higher education institutes as the important subject of innovation and entrepreneurship education, need to deepen the reform of innovation and entrepreneurship education, strengthen the awareness and responsibility of innovation and entrepreneurship education, innovative talent training mechanism, and improve the innovation and entrepreneurship education system. The “Guidance from the General Office of the State Council on Further Supporting College Students’ Innovation and Entrepreneurship” (General Office of the State Council, 2021) highlights the need to provide a more favorable environment and financial support to college students as a new force for innovation and entrepreneurship. Enhancing the employment and entrepreneurship service capabilities of universities and solving the employment and entrepreneurship problems of college students will help maintain social stability, promote technological innovation and achieve regional economic prosperity. Furthermore, the Report to the 20th National Congress of the Communist Party of China (Xi, 2022) proposes to “integrate individual aspirations into the cause of the Party and the state, and make contributions to the Party, the country, and the people.” The spirit of the above documents has pointed out the direction for college students’ employment and entrepreneurship services.

Digital intelligence embodies the integration of digitalization and intellectualization, and is an effective application of new generation technologies such as big data, artificial intelligence, and blockchain. In the future, digital intelligence technology will become an important engine driving economic and social development. Along with the development of digital intelligence technology, profound transformations will occur in various industries, including education. The development of digital intelligence technology will bring new development opportunities for the employment and entrepreneurship services in Hebei universities. The application of digital intelligence technology to employment and entrepreneurship services will help expand service channels and promote the high-quality development of employment and entrepreneurship services in colleges and universities.

2. Connotation of High-Quality Development of Employment and Entrepreneurship Service in Hebei Universities

2.1 In terms of Development Philosophy, Adhere to the Value Guidance of Employment and Entrepreneurship Services in Hebei Universities

Concept has always been one of the key factors constraining the employment and entrepreneurship of university graduates in our province. The more options for employment and entrepreneurship, the greater the space. At present, university employment and entrepreneurship services in our province should strengthen value guidance, leading students to realize that employment and entrepreneurship is an effective way to realize their life ideals, and that striving plays an important and positive role in it. As university students, they should accumulate certain experience in employment and entrepreneurship during their studies, and refrain from imposing various restrictions on their lives. They should recognize that life holds many possibilities, and strive to find the direction of their own life during university years. At the same time, university employment and entrepreneurship services should guide students to form a lifelong belief in dedicating their lives to the cause of socialism. There are success stories in every profession. University students should develop an objective understanding of professions, be willing to start from the grassroots, love what they do, and make contributions in serving the grassroots.

2.2 In Terms of Development Mode, Adhere to the Coordinated Development of Employment and Entrepreneurship Services in Hebei Universities

In order to improve the development effectiveness of employment and entrepreneurship services, it is necessary for Hebei universities to expand the types of services provided, strengthen the supply of these services, and meet students' diverse needs. However, the quality of employment and entrepreneurship services should not simply pursue the accelerated expansion of the service scale, but also pay attention to the improvement of service quality. It is essential to deeply explore the content and methods of employment and entrepreneurship services that reflect the school's educational orientation and help promote the individual growth of students. Emphasis must be placed on the simultaneous development of various service elements and their reasonable integration, so as to avoid the short-board effect, achieve a balanced development in both service speed and quality, and optimize the allocation of service resources. In terms of development mode, employment and entrepreneurship services should be based on student professional education and centered on student development, thus forming a student practice network and service guarantee system to truly enhance the quality and efficiency of employment and entrepreneurship services in colleges and universities.

2.3 In terms of Development Path, Adhere to the Open Development of Employment and Entrepreneurship Services in Hebei Universities

Hebei universities need to further break the state of insularity and pursue an open development path. Following the trend of modern education development, universities should take the initiative to go out, conduct market research, grasp the needs of social employment, and strengthen in-depth communication and cooperation with governments and enterprises. A synergetic development approach that fosters

mutual support between higher education institutions and enterprises is essential. University employment and entrepreneurship services should not simply stay in the short-term observation of government agencies or enterprises, but should guide students to fully understand the functions of government agencies or the operation mechanisms of enterprises, and highlight the advantages of multi-entity education to effectively address graduates' employment difficulties. At the same time, universities should adjust the layout of disciplines in due course, constantly reflect on curriculum construction, deepen curriculum reform, realize the synchronous optimization of "teaching and doing", thus improving students' ability to adapt to future careers.

2.4 In Terms of Development Momentum, Adhere to the Innovative Development of Employment and Entrepreneurship Services in Hebei Universities

Innovation is an important driving force for the high-quality development of employment and entrepreneurship services in Hebei universities. Colleges and universities should occupy the decisive high point of high-quality development in these services through technological innovation and institutional innovation. By increasing investment in technological innovation and optimizing the construction of digital and intelligent infrastructures, universities can develop a precise, efficient and intelligent employment and entrepreneurship service model, which can enhance the sense of immersion, and improve students' experience levels. Meanwhile, the high-quality development of university employment and entrepreneurship services also depends on institutional reform. Universities need to strengthen top-level design, formulate forward-looking, feasible, and scalable employment and entrepreneurship policies tailored to their own realities, and ensure the effective implementation and promotion of policies. They should also enhance the responsibilities of various departments, establish mechanisms for collaborative interaction, and optimize the management systems for employment and entrepreneurship services, thereby boosting the benefits of these services.

3. Investigation and Analysis of the Current Situation of Employment and Entrepreneurship Services in Hebei Universities

In order to comprehensively grasp the current situation of employment and entrepreneurship services in Hebei universities, the research group has conducted field research and questionnaire surveys at three different levels of universities: Hebei University, Baoding University and Hebei Vocational College for Correctional Police. The questionnaire (Table 1) involved 240 students from graduating classes, with 80 individuals selected from each university. The respondents were balanced in terms of arts or science majors and gender ratio. The questionnaire consists of 18 questions, covering school policy advocacy, support for employment and entrepreneurship, students' job-seeking orientations, career expectations, innovation momentum, workplace competency and other aspects. After screening the results of the questionnaire, a total of 224 valid copies of the questionnaire were collected. The field research and questionnaire surveys reflect the strengths of the high-quality development of employment and entrepreneurship services in Hebei universities, and also reflect some bottlenecks in their development.

Table 1. Questionnaire on the Current Situation of Employment and Entrepreneurship Services in Hebei Universities (%)

Items	A always	B usually	C sometimes	D seldom	E never
1. Know the employment and entrepreneurship policies of the state and our province.	4.91	33.48	51.34	9.38	0.89
2. The university holds job fairs.	3.13	22.77	61.61	12.05	0.45
3. The university provides sufficient financial support for students' entrepreneurship.	2.23	12.5	22.32	58.93	4.02
4. Have a clear plan for life after graduation.	16.07	30.36	37.95	13.84	1.79
5. Be confident in future employment.	8.93	21.43	41.07	25.89	2.68
6. Be willing to work in a stable job.	42.41	34.38	15.18	6.7	1.34
7. Start my own business after graduation.	10.27	15.63	30.8	37.95	5.36
8. Be engaged in work related to my major in the future.	17.41	45.09	30.36	5.36	1.79
9. What I have learned in my major can meet the needs of the future workplace.	4.02	17.41	57.59	20.98	0
10. Expect to apply major knowledge to serve towns or rural areas in the future.	5.36	16.52	43.3	27.23	7.59
11. Expect a high-paying job.	51.79	34.38	10.27	3.57	0
12. There are exchanges with industry and enterprise experts in specialized courses.	1.34	6.25	26.79	55.8	9.82
13. The university's guidance courses on employment and entrepreneurship are very helpful.	2.23	16.07	50	29.91	1.79
14. Actively apply for innovation and entrepreneurship projects.	4.46	17.41	35.27	35.71	7.14

15. Actively participate in the “Internet+” and other innovation and entrepreneurship competitions.	4.46	18.3	37.05	34.38	5.8
16. Grasp the operation mechanism of the enterprise through internship.	0.89	9.82	27.68	52.68	8.93
17. The university’s employment and entrepreneurship service platform is very helpful.	2.68	14.73	38.39	39.29	4.91
18. Participate in career assessment and career simulation training.	0.89	8.93	31.7	38.84	19.64

3.1 Advantages of the High-quality Development of Employment and Entrepreneurship Services in Hebei Universities

(1) Hebei Province has launched favorable policies and measures for college students’ employment and entrepreneurship.

In the past two years, Hebei Province has launched a number of favorable policies for college students’ employment and entrepreneurship. In April 2022, the Hebei Provincial Department of Human Resources and Social Security issued the “Implementation Plan for the ‘Public Employment Service into Campus’ Activity in Hebei Province”. The plan proposes six major initiatives, including policy publicity, recruitment services, employment guidance, entrepreneurship services, vocational training, and support for those in need. It aims to provide diversified services for college graduates, meet their needs for multi-level, all-round, and precise services and comprehensively assist their employment.

In July 2023, the Hebei Provincial Department of Human Resources and Social Security issued the “Notice on Launching the Campaign to Provide Services to Job-hunting Graduates and Other Youths”. According to the Notice, from July to December 2023, Hebei will carry out an employment service campaign with the theme of “Promoting Employment through Services, Building Dreams and Winning the Future” for the unemployed graduates in 2023, and unemployed youths registered with the human resources and social security departments at all levels, including previous unemployed college graduates and unemployed young people aged 16-24. The Notice proposes to implement measures such as establishing the real-name account of unemployed graduates in 2023; providing “1131” services for young people who are willing to get employed, i.e., at least one policy briefing, one career guidance, three job recommendations, one skill training or employment internship opportunity; focusing on key pairs of assistance; holding frequent recruitment events; guaranteeing loans for entrepreneurship and interest rate subsidy policies, etc.

In addition, the Hebei Provincial Department of Human Resources and Social Security has also issued the “Three Supports and One Assistance” plan for college graduates, carried out employment assistance for disabled new graduates, issued the “Employment and Entrepreneurship Policy Brochure”, held

recruitment activities and innovation and entrepreneurship competitions for many times, promoted the advanced deeds of “the most beautiful grass-roots college graduates”, and so on. The above policies and measures are conducive to promoting the employment and entrepreneurship of college graduates.

(2) The superior geographical location and increasingly reasonable industrial structure of Hebei are conducive to the development of employment and entrepreneurship services in universities.

Located in the North China Plain, with the Bohai Sea in the east and Beijing and Tianjin in the inner circle, Hebei Province is a transportation hub connecting the capital Beijing to other parts of the country. Hebei is rich in history and culture, and is also the only province in China that has plateaus, mountains, hills, plains, lakes and seashores. At the same time, it is also rich in coal, mineral and petroleum resources. The unique geographical location and resources determine its diverse industries. Among them, as a major agricultural province, Hebei not only supplies agricultural by-products such as grains, oils, vegetables, eggs and milk to its people, but also guarantees the supply of the Beijing-Tianjin region. Hebei actively encourages the traditional steel, petrochemical and building material industries to accelerate technological innovation and transformation development. New energy, information technology, biomedicine, high-end equipment manufacturing and other green and low-carbon industries are growing well. Modern service industries such as commerce, logistics, finance, tourism, and medical care have become an important force driving the economic growth of the province.

The adjustment of industrial structure is closely related to the employment and entrepreneurship of college graduates. On the one hand, the diversity of industries determines the diversity of labor demand. The development of the industry provides valuable inspiration for the cultivation of application-oriented talents in colleges and universities, and also affects the quantity and quality of graduates' employment and entrepreneurship. On the other hand, high-quality university graduates can also greatly promote industrial transformation, and to a certain extent, promote the sustainable development of the local economy and society. In view of this, the employment and entrepreneurship services in Hebei universities should make good use of the geographical advantages, grasp the development opportunity of Beijing-Tianjin-Hebei integration, strengthen industrial guidance, constantly adapt to the changing trend of industrial development, and make bold innovations in the service content and direction of employment and entrepreneurship, thus bringing more opportunities to graduates.

(3) The employment and entrepreneurship situation of college students in Hebei has shown a stable and positive trend.

College graduates have always been one of the key groups in Hebei Province to promote employment and entrepreneurship. In 2023, Hebei Province adopted a series of employment and entrepreneurship promotion programmes, actively playing the driving role of entrepreneurship on employment, and carried out the “Source to good entrepreneurship” youth entrepreneurial resources docking service season, serving 170,000 college graduates. In 2023, 519,500 graduates in the province have been employed. It is expected that by the end of 2024, Hebei will support college graduates to carry out entrepreneurial activities through the implementation of support policies, and no less than 11,000 college graduates will

start new businesses within five years of leaving school. In addition, colleges and universities in Hebei are also actively encouraging college students to participate in innovation and entrepreneurship activities, which has also become a booster for college students to start their own businesses in the future.

The stable and positive employment and entrepreneurship trend is inseparable from the vigorous promotion of employment and entrepreneurship in all cities in the province. Take Baoding City, Hebei Province, where the project leader is located, as an example: in 2023, Baoding will add 1,279 new civil servant positions and 156 selected and transferred graduates positions; create 2,623 positions in education, medical and other undertakings; and add 1,300 new jobs in state-owned enterprises, 2,455 jobs at the grass roots as well as 5,000 internship positions. In addition, Baoding has also developed vocational qualification training to help 10,000 college graduates find jobs and start businesses, and actively open up a “green channel” for college graduates to start their own businesses. The number of employment has reached 1,400. The increase in job supply will help the university students in Hebei to explore the channels and expand the space of employment and entrepreneurship.

3.2 Bottlenecks in the High-quality Development of Employment and Entrepreneurship Services in Hebei Universities

(1) Conventional employment concepts still need to be broken through.

Influenced by the conventional concept of employment, most students prefer stable jobs at government agencies, public institutions, state-owned enterprises, etc. 43.31% of the respondents seldom or never have the intention to start their own businesses, and only 21.88% of the respondents always or often have the willingness to serve the countryside. Only 46.43% of the respondents hold that they always or often have a clear plan for their life after graduation, and 30.36% of the respondents are always or often confident about their future employment. Meanwhile, 51.79% of respondents always expect high-paying jobs. It can be seen that the majority of graduates have psychological problems such as excessive expectations, confusion, and anxiety about the future. This directly affects the students' judgment of themselves, making them follow the trend of applying for jobs in the system and taking postgraduate entrance exams, and some students are even slow to find a job or don't find a job at all. Once students lose their exams, they will be devastated and doubt their lives, which will seriously affect their mental health.

The above problems should be attributed to the deep-rooted conventional concepts of employment. With the deepening of socialist modernization, society's demand for qualified talents also tends to be diversified. The realization of the value of life can be reflected in every field of society. However, the traditional employment tendency is not conducive to the delivery of talents for the country, which will also affect China's economic and social development in the long run. Especially for the relatively backward rural areas, rural revitalization is inseparable from professional agricultural talents, educational talents and rural entrepreneurial talents. These conventional employment concepts not only lead to the difficulty in employment, but also seriously affect the grassroots talent reserve. Therefore, they cannot adapt to the development of the times and still need to be broken through.

(2) The institutional mechanism of employment and entrepreneurship services is still unsound.

Through visiting many colleges and universities in Hebei province, the research group found that although all the colleges and universities have employment guidance departments at present, students' employment and entrepreneurship often belongs to a number of functional departments including the Youth League Committee, Innovation and Entrepreneurship Management Center, Student Affairs Office, Academic Affairs Office, and so on. As to employment and entrepreneurship services, the chaotic phenomena of multiple management or separate management of these departments exist. There is a lack of coordination among departments in the management of students' employment and entrepreneurship services, so the sharing of resources cannot be fully realized. At the same time, the secondary colleges mainly play the transmitting role in terms of employment and entrepreneurship work. There is still an urgent need to improve the employment and entrepreneurship services by highlighting the characteristics of majors of the secondary colleges.

According to the questionnaire, 65.62% of respondents think that there are insufficient opportunities to communicate with industry and enterprise experts during the study of professional courses (55.8% seldom, 9.82% never), and 61.61% of respondents think that internship activities could not enable them to fully grasp the operation mechanism of the enterprise (52.68% seldom, 8.93% never). The above problems show that there is still a lack of in-depth interaction between universities and enterprises. The cooperation mode is still relatively monotonous, and long-term cooperation mechanism has not yet been established. 31.7% of the respondents hold that the employment and entrepreneurship guidance courses are of limited help to them (29.91% seldom, 1.79% never). They are not very active in participating in innovation and entrepreneurship projects and competitions such as the China International "Internet+" College Students Innovation and Entrepreneurship Competition, China College Students' Entrepreneurship Competition, and so on. Only 21.87% of respondents are always or often willing to take the initiative to apply for university innovation and entrepreneurship projects, and 22.76% are always or often willing to participate in related competitions. This indicates that the current employment and entrepreneurship curriculum system is not sound, and teachers are not quite competent in professional guidance. The above survey suggests that the employment and entrepreneurship service system of Hebei universities is still unsound and needs to be further improved.

(3) The environment for employment and entrepreneurship services still needs to be optimized.

The employment and entrepreneurship service environment is an important guarantee for the high-quality development of employment and entrepreneurship services. The questionnaire shows that only 17.41% of the respondents think that the employment and entrepreneurship service platform of their university is always or often very helpful to them, 38.84% of the students seldom participate in career assessment and career simulation training, and 19.64% of the respondents have never participated in career assessment and career simulation training. Although the employment and entrepreneurship service platform of various universities regularly releases some recruitment information and job-hunting skills, the platform is not satisfactory in the comprehensive management of the pushed information, answering doubts and

specialized guidance, and the career simulation training lacks pertinence to the majors, so the practical functions of the employment and entrepreneurship service platforms are in urgent need of development. At present, the construction of the platforms has not fully reflected the development achievements of modern information technology. University employment and entrepreneurship services lack the integration with scientific and technological innovation technologies represented by big data, cloud computing, the Internet of Things, artificial intelligence, blockchain and so on.

62.95% of the respondents don't agree that the university gives sufficient financial support to students' entrepreneurship (58.93% seldom, 4.02% never). This indicates that colleges and universities need to further strengthen their support for students' entrepreneurship, especially the investment in soft and hardware facilities related to project incubation. In addition, through visiting many universities in Hebei province, the research group discovered that the guidance of innovation and entrepreneurship education for students is not enough, and the construction of innovation and entrepreneurship bases is still in the initial stage. Besides, the construction effect is uneven. The innovation and entrepreneurship bases of some universities are mere formalities, which do not reflect the characteristics of the university and its majors, showing the phenomenon of sameness. This is not conducive to the skill training and quality improvement of students' innovation and entrepreneurship.

4. Conclusion

The above survey on the current situation of employment and entrepreneurship services in Hebei universities shows that the employment and entrepreneurship services of Hebei universities have the innate advantages and potential for high-quality development. However, the problems existing in employment and entrepreneurship services also seriously restrict the high-quality development of employment and entrepreneurship services in colleges and universities in our province. In view of the fact that digital intelligence technology is a product of the development of the times, it will be gradually applied to all fields of society. Therefore, the research group will fully grasp the development trend of digital intelligence, and carry out follow-up research on the basis of the above investigation to further explore multiple approaches to the high-quality development of employment and entrepreneurship services in Hebei universities under the background of digital intelligence.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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