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Research on the Strategies for Choosing Employment and Entrepreneurship among Graduates Majoring in Advertising Design (Staying in the Province)

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Abstract

As the old industrial base of Northeast China, the three northeastern provinces have created brilliance in the development of the national economy. Jilin Province plays a decisive role in the hinterland of the three provinces. The current economy is declining compared to before, and population loss has caused great uncertainty for the local economy. The employment and entrepreneurship of advertising design graduates in the province can directly reflect the impact of local economy, policies, enterprises, talents and other aspects. Studying the employment and entrepreneurship strategies major in the province will play a role in attracting talents, investment and economic development.

Keywords

advertising design, graduates, employment and entrepreneurship

When the People's Republic of China was founded, the country vigorously developed heavy industry in the Northeast. As the eldest sons of the Republic, the three northeastern provinces have strong economic development momentum with the strong support of the country. However, with the country's reform and opening up in the late 1970s, its economic system was transformed from a state-owned economy to a market economy, attracting a large number of people to gradually move to the eastern coast. Especially after the 21st century, the population of Jilin Province has continued to decline for many years. In recent years, negative population growth has been particularly prominent. Research has found that population loss has led to a significant reduction in the labor force. Population decline has had a negative effect on the economic development of Northeast China and created a vicious cycle. Based on the current situation of population loss in Jilin Province, starting from the employment and

entrepreneurship choices of advertising design major graduates (staying in the province), targeted suggestions are put forward for the employment and entrepreneurship choices of advertising design major graduates (staying in the province). Therefore, it is urgent to revitalize the old industrial base in Northeast China, and revitalizing the old industrial base in Northeast China requires people. How to retain talents in the province for employment and entrepreneurship is a top priority. Graduates majoring in advertising design stay in the province for employment and entrepreneurship, which will play a role in promoting Jilin's economic development.

1. Current Situation Analysis

1.1 Population Status

Population is both the first element and the first purpose of development. In the past, the Northeast was an area with a large influx of people. In recent years, the population in the Northeast has been declining rapidly and aging has become serious. However, it has become an indisputable fact. In particular, the brain drain has become more and more serious, which has aroused concerns from the outside world. According to statistics from the Jilin Province's National Economic and Social Development Statistical Bulletin in recent years, Jilin Province's population has been in a state of net outflow, which has seriously affected the development of the regional economy.

Table 1. Population from 2013 to 2022

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Population(ten thousand people)	2668	2642	2613	2567	2526	2484	2448	2399	2375	2346

1.2 Current Status of the Enterprise

Enterprises are the foundation and lifeblood of economic development. The industrial structure in Northeast China is relatively simple. The main industries in Northeast China are energy and heavy industry, and these are traditional industries. Due to the lack of emerging technology industries in the Northeast, people's wages will not be very high on average. In particular, Jilin Province has automobiles, petrochemicals, and agricultural product processing as its three pillar industries, and equipment manufacturing, electronic information, medicine, metallurgy, building materials, and textiles as its dominant industries. Advertising design-related enterprises are design majors that serve these enterprises. The employment and entrepreneurship of such graduates directly reflects the development status of local enterprises. However, the number of industrial enterprises in Jilin Province directly reflects the regional economic development and the number of employed and entrepreneurial people. Therefore, enterprises Quantity is crucial to economic development.

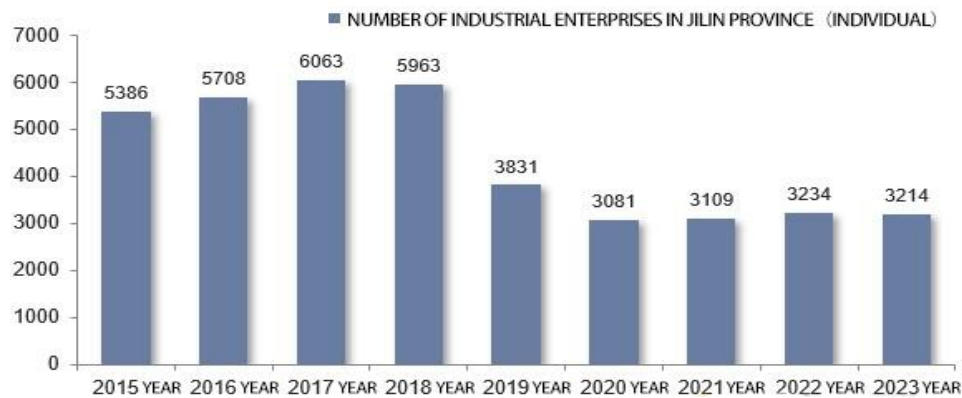


Figure 1. Statistics on the Number of Industrial Enterprises in Jilin Province from 2015 to March 2023

1.3 Economic Status Quo

Industry is the pillar force of local economic development and an important support to ensure sustained and rapid economic development. In the 1950s, Jilin Province's economic system, dominated by agriculture and heavy industry, developed rapidly, gradually realized industrialization, and developed in automobiles. , chemical industry, steel and other industries have achieved important achievements. At present, Jilin Province has achieved certain results in economic development. The added value of all industries has increased and decreased. In terms of economic types, state-owned and state-controlled enterprises have declined, while collective enterprises have increased. The automobile manufacturing industry is an important pillar of the economy, and the chemical industry is an important part of the economy, the tourism industry has huge potential, advertising design is also facing greater innovation, and economic development is facing new challenges and opportunities. However, how can graduates majoring in advertising design stay in the province and how to promote the overall prosperity of the industrial economy? To promote the sound and rapid development of the local economy, Jilin is still facing structural adjustment, transformation and upgrading. It is believed that by increasing innovation, optimizing the industrial structure and developing tourism, Jilin Province's economy will usher in broader prospects.

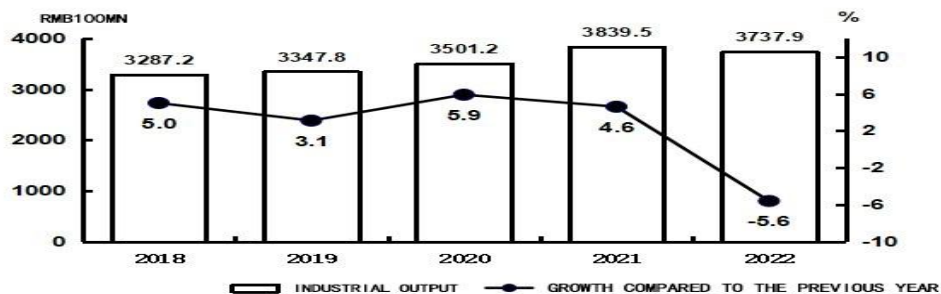


Figure 2. The Total Industrial Added Value and Its Growth Rate in Jilin Province from 2018 to 2022

1.4 Current Situation of Brain Drain

The main reasons for the brain drain phenomenon in Northeast China are: first, it is difficult for Northeastern people to find jobs. Many expatriate population are college graduates. They choose to leave the Northeast and find jobs in economically developed areas for more employment opportunities. Second, wages in the Northeast are relatively low, and the economic growth rates in various regions are also very impressive, especially in Guangdong, Jiangsu, Zhejiang and other places, while the economic growth rate in the Northeast is at a low level nationwide. Because the economic growth rate is too slow, it has also led to low wages in the old industrial bases of Northeast China. According to the National Bureau of Statistics, the per capita disposable income of residents in some provinces in the first three quarters of 2023 was 29,398 yuan, of which the per capita disposable income of Jilin Province in the first three quarters was 21,210 yuan. The per capita income of graduates majoring in advertising design is also relatively low, which directly affects the graduates' ability to stay in the province to find employment and start businesses. People are the creators of wealth. Without talents, nothing can be done. Jilin Province faces greater challenges in attracting talents and reducing brain drain. Challenges.

Table 2. Per capita Disposable Income in Some Provinces in the First Three Quarters of 2023

Some regions	Per capita disposable income in the first three quarters of 2023(yuan)
Beijing	61718
Tianjin City	40713
Hebei Province	24243
Shanxi Province	22578
Inner Mongolia Autonomous Region	28316
Liaoning Province	28598
Jilin Province	21210
Heilongjiang Province	20594
Shanghai City	63681
Jiangsu Province	40286
Zhejiang Province	49821
Fujian Province	35439
Jiangxi Province	24519
Shandong Province	30567
Henan Province	21344
Hubei province	25382
Hunan Province	25591
Guangdong Province	39325

Guangxi Zhuang Autonomous Region	21833
Hainan Province	24573
Chongqing City	29241
Sichuan Province	24341
Guizhou Province	19814
Yunnan Province	20147

2. Talent Training Analysis

2.1 Industry Enterprises

The industry has an important status and role in the national economy, which is mainly reflected in the proportion of the industry's output value, tax revenue and the number of labor absorbed in the total industrial output value and fiscal revenue in total employment. Enterprises are the foundation of the industry and an indispensable part of the development of the national economy. In the process of national economic development, enterprises also play an important role. From an employment perspective, enterprises promote employment. Enterprise development employs a large number of labor forces, which is conducive to reducing unemployment and improving Labor productivity and overall social welfare support the vigorous development of the country's economy. The development of the advertising industry must also be supported by its corresponding enterprises. Industry enterprises can better promote the employment of college graduates, which is crucial in the process of employment in the province.

2.2 Professional Construction

Major construction in colleges and universities includes subject construction and professional construction. One is for the purpose of promoting scientific development, and the other is for the purpose of cultivating talents needed by society. They are different and interrelated, but the key is still inseparable from talent cultivation. The talents cultivated by applied colleges and universities are based on the premise of adapting to industry development and are oriented to job demand. This requires professional construction to be based on industry development, and the training of talents' technical skills to be based on enterprise job requirements. To sum up, professional construction relies on the industry, skill development relies on the position, and employment and entrepreneurship rely on the enterprise. Let the advertising professionals trained by colleges and universities better adapt to the needs of society, industry, enterprises, and positions, apply what they have learned, give full play to the role of colleges and universities, and promote graduates to stay in the province to find employment and start businesses.

2.3 Professional Talents

Talent is the first resource for economic and social development. Without talents, nothing can be achieved. Talents are leaders in various industries, people with certain professional knowledge or skills,

who can perform creative labor and contribute to society. , are workers with higher intelligence and quality among talents. The development of industry enterprises is inseparable from various majors. For example, the products of various industries must be clear or understood by consumers. The main source of this channel is advertising. Advertising is used to promote products and then allow consumers to purchase products. Therefore, the advertising major is They are an indispensable member of industry enterprises, which requires professional personnel to do professional things so that they can more fully display the advantages of products in front of consumers. Cultivating advertising professional talents also has close contact with local industry enterprises.

2.4 Employment Options

College graduates are all facing employment, and at the same time they are constantly improving their career plans during the employment process. After more than ten years of hard study, they finally enter the society from school and start another important milestone in life; in the current market economy Under the premise, they all hope that the employment and working environment will be good, the salary will be high, the living environment such as accommodation, dining, and activities will be good, and the promotion of ranks will be smooth, etc. These employment wishes lead to graduates choosing to find jobs in developed coastal provinces or regions where the economy is relatively underdeveloped. Few regional graduates choose to find employment in these provinces, and graduates majoring in advertising also face the same problem when choosing employment. Unbalanced regional economic development and high employment willingness of graduates directly affect the choice of graduates' employment plans. The solution should try to eliminate the imbalance of regional economic development, correctly guide graduates' views on employment and career selection, and encourage graduates to choose positions needed by industry enterprises in the province. Show your talents on.

3. Measures for Employment and Entrepreneurship in the Province

3.1 Educational Guidance

The centenary plan is based on education. Through education and guidance, not only can advertising design graduates acquire knowledge and skills, help college students form a positive employment awareness, establish a correct outlook on employment and improve their employment and entrepreneurship capabilities, but it can also change graduates' concepts of employment and career selection. Change their career plans, help graduates find jobs and careers, and find positions that suit them; encourage graduates to start businesses and find jobs where they are most needed in society, contribute to society in suitable positions, and encourage graduates to stay in the province and find employment Start a business, give full play to your own advantages, contribute to the development of your hometown, enhance local social and economic development, introduce talents, and improve the quality of the entire people.

3.2 Investment Promotion

People can use their talents to create more social value for society. To develop, each region must have all kinds of people. The key to retaining people is to attract suitable positions and a good business environment. Retaining people determines The factor is that the jobs in the enterprise are excellent and have the prerequisite for good jobs. We must actively attract high-quality enterprises to invest in building factories and provide more outstanding jobs and opportunities for employment and entrepreneurship. The local area must rely on its geographical and business environment advantages, vigorously promote it, provide more convenient conditions for business, fully attract more enterprises and funds to invest and build factories, and at the same time encourage more young people to stay in the province to innovate and start businesses, and drive innovation and entrepreneurship. Employment drives the development of enterprises, promotes social and economic development, and achieves the purpose of retaining people and creating wealth.

3.3 Policy Support

To attract advertising design graduates to stay in the province for employment and entrepreneurship, good policy support must be provided. Formulate preferential treatment and life policies, such as those for advertising design graduates who stay in the province in terms of salary, living, housing subsidies, and children's schooling; formulate promotion channels for positions and professional titles, such as opening up channels for post-employment job and professional title promotions for graduates ; Solve the worries of advertising design graduates in work, life, children's schooling, pension and other aspects after employment, enhance the career planning vision of advertising design graduates, enhance the happiness of graduates, and make the graduates have broad and in-depth development prospects after employment Implement the employment priority strategy, take multiple measures to stabilize and expand jobs, fully unleash the effectiveness of incentives and guidance, and attract graduates to stay in Jilin to serve local economic development.

3.4 Market Adjustment

Through market occupational supply and demand information, we guide graduates to reasonably flow and find employment, and use market mechanisms as the basic adjustment means to allocate labor resources. We guide graduates to make reasonable moves and find employment, so that employers can choose their own jobs and graduates can choose their own careers, and realize supply and demand. Both parties choose each other. Economic growth and employment opportunities, market and employment regulation, international environment and employment situation interact to determine the trend of the employment market. Advertising design graduates are more obviously affected by it. Because the market demand is relatively small, and most graduates start their own businesses, there are relatively few corresponding positions and employment is relatively scattered. However, by increasing market supply, the potential can still be tapped and left for graduates. Provincial employment creates more opportunities.

With the rapid development of the economy, people's concepts are constantly changing. The comprehensive quality of graduates is gradually improving. The automated production technology of industry enterprises has improved. The employment positions of graduates are constantly changing. Graduates must adapt to the automation technology of industry enterprises, break the regional employment concept and improve your career planning. At the same time, we should improve the business environment, attract industry enterprises to invest and build factories, create more jobs for industry enterprises to accept graduates, and formulate more preferential policies to attract graduates to stay in the province for employment and entrepreneurship, increase the population in the province, and promote the local economic development.

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