

Research on the Employment Status and Countermeasures of Chinese College Students

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Abstract: The purpose of this paper is to discuss the current situation of college students' employment and countermeasures in China. At present, the employment of college students in China faces many challenges, such as the imbalance of supply and demand in the job market and the lack of college students' employability. To cope with these problems, this paper puts forward countermeasures such as the enhancement of college students' own ability, the reform and adjustment of university education, the government's policy support and guidance, as well as the participation and synergy of enterprises. By analysing the employment status quo of college students, this paper hopes to provide useful reference for solving the employment problems of college students.

1. Introduction

With the continuous expansion of China's higher education scale, the employment problem of college students has become the focus of social attention. In this competitive job market, college students are facing unprecedented pressure and challenges. The purpose of this paper is to discuss the current situation of college students' employment in China, analyse the dilemmas and reasons they face, and put forward corresponding countermeasures and suggestions, with a view to providing reference and reference for the solution of college students' employment problems.

At present, the employment situation of college students is grim, with the employment rate decreasing year by year and the quality of employment not optimistic. On the one hand, the problem of difficult employment of college students is becoming more and more prominent, with the sharp contradiction between supply and demand, and some graduates even face the risk of unemployment; on the other hand, the expectations of college students for their own employment quality and career development are increasing, but the reality is often contrary to it. In addition, the phenomenon of geographical, industry and salary differentiation in the employment market of college students has become more and more obvious.

This study is of great significance in understanding the current employment situation of Chinese college students and exploring countermeasures to solve employment problems. By analysing the reasons for the employment difficulties of college students, we can find out the crux of the problem and then propose targeted measures to solve it. At the same time, this study also provides theoretical basis and practical guidance for the improvement of college students' own ability, the reform and

adjustment of university education, the support and guidance of government policies, and the participation and synergy of enterprises.

This paper will comprehensively sort out the current situation of college students' employment in China, deeply analyse the reasons for college students' employment difficulties, and put forward corresponding countermeasures and suggestions. It is hoped that this study can provide useful reference for solving the employment problems of college students and contribute to the promotion of harmonious social development.

2. The current situation of college students' employment in China

2.1. Overall situation of employment market

At present, the employment market of college students in China is facing a series of challenges and opportunities. With the rapid development of social economy, the pattern of employment market is also changing. On the one hand, many traditional industries are facing the pressure of transformation and upgrading, and the demand for some traditional positions has decreased; on the other hand, the demand for talents in emerging industries such as the Internet, big data, artificial intelligence and other fields is growing rapidly, which provides new opportunities for college students' employment.

Against the background of fierce competition in the job market, college students are under greater employment pressure. With the development of society and economy, the demand for employment positions has changed, and the requirements for talents are getting higher and higher. More and more positions need to have comprehensive integrated ability, such as communication ability, teamwork ability, innovation ability and so on. However, the current cultivation of college students in terms of professional knowledge and skills is still insufficient. On the one hand, the mismatch between the curriculum of some universities and the demand of the employment market has led to the fact that some college students are unable to meet the basic requirements of employment after graduation; on the other hand, the lack of practical experience and professionalism has become the bottleneck of college students' employment.

In addition, the competition in the current job market is fierce, and the employment pressure on college students is greater. With the development of social economy, the demand for employment positions has changed, and the requirements for talents are getting higher and higher. More and more positions need to have comprehensive comprehensive ability, such as communication ability, teamwork ability, innovation ability and so on. However, the current cultivation of college students in professional knowledge and skills is still insufficient. On the one hand, the mismatch between the curriculum of some universities and the demand of the employment market has led to the fact that some college students are unable to meet the basic requirements of employment after graduation; on the other hand, the lack of practical experience and professionalism has become the bottleneck of college students' employment.

In addition, the lack of employment information is also an important factor affecting the employment of college students. It is often difficult for college students to obtain accurate employment information, which makes them face great difficulties in the job-seeking process. For this reason, colleges and universities, the government and enterprises should work together to provide more employment information and services to help college students better cope with the challenges of the job market.

2.2. Reasons for college students' difficulties in finding employment

The fierce competition in the job market is an important reason. With the popularisation of

higher education in China, a large number of university graduates flood into the job market every year, while the growth rate of job positions cannot fully keep up with the growth rate of graduates, resulting in a situation where supply exceeds demand. In addition, there are imbalances in employment opportunities between different regions and industries, and competition is particularly fierce in some popular industries and regions.

The employment concepts of university students themselves are also a factor affecting employment difficulties. Some college students have too high expectations of jobs and are unwilling to accept low-paying jobs or jobs with poor conditions, leading to their passive position in the job market. In addition, some college students lack clear career planning and lack of understanding of their own interests, strengths and career development direction, so they easily feel lost and helpless in the process of job hunting.

The disconnection between college education and market demand is also one of the reasons leading to the difficulty of college students' employment. Some colleges and universities cannot adapt the subject setting and teaching content to the changes of the market demand in time, resulting in the skills and knowledge structure of the graduates do not match with the requirements of enterprises. In addition, the insufficiency of practical teaching and career planning education in colleges and universities also makes students lack competitiveness when seeking employment.

Changes in government policies and social environment also affect the employment of college students. At present, the Chinese government is actively promoting the transformation and upgrading of economic structure, which brings certain employment pressure. At the same time, with the in-depth promotion of the 'Internet +' action, new forms of employment continue to emerge, which also puts forward new requirements on the employment concept and employment ability of college students.

To sum up, the reasons for the difficulty in employment of college students are multifaceted, involving the competition in the job market, the employment concept of college students, the adaptability of college education, as well as the changes in government policies and the social environment. The joint efforts of the Government, colleges and universities, enterprises and all sectors of society have created more employment opportunities and a better employment environment for university students.

2.3. Distribution of college students' employment destinations

The distribution of employment destinations of Chinese college students shows a diversified trend. First of all, agreement and contract employment is the main mode of employment for college students, accounting for 64.41 per cent of the total number of employed people. Among them, graduates of engineering disciplines excel in agreement and contract employment, with the highest proportion of 98.65 per cent in the category of public security technology, followed by 97.31 per cent in the category of transport and communications, and 82.33 per cent in the category of aerospace. The proportion of the public security category under the discipline of law was 97.31 per cent, and the proportion of the education category under the discipline of education was 76.95 per cent. And the lowest proportion of agreement and contract employment is in the disciplinary category of agronomy, which is only 59.78% [1].

Secondly, flexible employment is also one of the important ways of employment for university students, with a proportion of 15.68%. This includes a variety of forms such as self-employment, temporary work, part-time work and so on. This kind of employment gives college students more freedom and choice, but also brings greater uncertainty and risk.

In addition, further education is also one of the important employment destinations for college students. In Sichuan Province, for example, 80.64 per cent of undergraduates in the Class of 2022

chose to pursue further studies, a proportion that is particularly prominent in disciplines such as law and education.

It is worth noting that the proportions of university students who are waiting for employment and those who will not be employed for the time being are 7.52 per cent and 4.35 per cent respectively. This portion of college students may be facing employment pressure and difficulties in employment, requiring further strengthening of employment guidance and services.

Overall, the distribution of employment destinations among Chinese university students has shown a diversified trend, including traditional employment methods such as agreement and contract employment, flexible employment, and further study, as well as cases of underemployment and underemployment for the time being. This diversified trend reflects the complexity and uncertainty of the employment market for college students, and at the same time provides more choices and development space for college students [2].

2.4. Employment satisfaction and actual job demand

Employment satisfaction and actual work demand are important indicators of the employment quality of college students. At present, many college students face the problem of mismatch between low employment satisfaction and actual work demand in the process of employment. On the one hand, college students have too high expectations for their jobs, which makes it difficult for them to find a job that meets their expectations in the employment process, thus affecting their employment satisfaction. On the other hand, there is a gap between the actual working ability demand of enterprises and the professional knowledge of college students, which makes college students face many challenges in the actual work.

In order to solve this problem, first of all, college students need to change the concept of employment, correctly understand themselves, and reasonably set employment expectations. They should understand that employment is not only to get a job, but also to realise personal value and development. Therefore, in the process of employment, they should pay attention to the improvement of practical working ability, and constantly adapt to and meet the needs of practical work. Secondly, in the process of training college students, colleges and universities should pay attention to the combination of theory and practice, strengthen the practical teaching links, and improve the practical working ability of college students. At the same time, colleges and universities should also establish close cooperation with enterprises, and through the combination of industry-university-research, provide more practical opportunities and internships for college students, so that they can accumulate experience in the actual work in advance, and improve the competitiveness of employment. In addition, the government should also increase its support for college students' employment. On the one hand, the government can provide more employment opportunities for college students by expanding employment channels and optimising the environment of the employment market. On the other hand, the government should also encourage college students to work at the grassroots level and in the western region and provide them with more policy support and preferential treatment.

To sum up, the matching of college students' employment satisfaction and actual work demand is a complicated problem, which requires the joint efforts of college students themselves, universities and the government to promote the solution of college students' employment problems by changing employment concepts, improving actual work ability, strengthening the cooperation between industries, universities and research institutes, and optimising the employment market environment.

3. Countermeasures and Suggestions

3.1. Improvement of college students' own ability

3.1.1. Cultivation of professional skills

Cultivation of professional skills is an important way for college students to improve their own ability and an important means to improve their competitiveness in employment. University education should focus on cultivating students' professional skills to meet the needs of society and the market.

Universities should provide high-quality professional programmes to help students master professional knowledge and skills. This includes both theoretical teaching and practical teaching. Theoretical teaching can provide students with systematic professional knowledge and help them build a solid professional foundation. Practical teaching, on the other hand, allows students to apply theoretical knowledge to the real world and improve their practical and innovative abilities.

Universities should strengthen the practical teaching link and provide more practical opportunities, such as experiments, internships and practical training. Through practice, students can better understand the theoretical knowledge and improve their hands-on ability and problem-solving ability. At the same time, practical teaching can also help students accumulate work experience and improve their competitiveness in employment.

Universities should encourage students to participate in various professional competitions and innovative activities in order to improve their professional skills and innovation ability. By participating in competitions and innovative activities, students can exercise their teamwork and leadership abilities and improve their comprehensive quality.

Professional skills cultivation is an important way for college students to improve their own abilities and an important means to improve their competitiveness in employment. Universities should pay attention to the cultivation of students' professional skills and provide more practical opportunities and innovative activities to help students better adapt to the needs of society and the market.

3.1.2. Accumulation of practical experience

The accumulation of practical experience is of great significance to the employment of college students. First of all, practical experience can help college students better understand the society and the workplace and enhance their understanding of the real world. Through practical activities, college students can come into contact with different industries and positions, so that they can better understand their own interests and strengths, and make more informed choices for future employment. Secondly, practical experience can enhance college students' vocational skills. In practical work, college students can apply what they have learnt to solve practical problems and continuously improve their professional ability. Practical experience can also help students learn to communicate and work with colleagues, superiors and customers, and improve teamwork. In addition, practical experience is also important for college students' entrepreneurship. In the process of entrepreneurship, college students can exercise their innovative ability and leadership ability, and accumulate valuable entrepreneurial experience. Practical experience can also help college students better understand the market and consumer demand, and improve the success rate of entrepreneurship. However, at present, the accumulation of practical experience of college students in China still faces certain difficulties. On the one hand, the practical teaching resources of colleges and universities are limited, and it is difficult to meet the practical needs of all students. On the other hand, enterprises have a greater demand for interns, but some of them treat interns less

favourably and even have overtime work.

To solve this problem, colleges and universities should increase the investment in practical teaching and strengthen the cooperation with enterprises and the government to provide more practical opportunities for students. At the same time, the government and enterprises should also take the social responsibility to provide college students with a good practice environment and treatment. In addition, college students themselves should take the initiative to seek practice opportunities, make full use of campus, society and other resources to improve their practical ability. In conclusion, the accumulation of practical experience is of great significance to the employment of college students. Colleges and universities, the government and enterprises should work together to provide more practical opportunities for college students and help them better cope with the challenges of employment.

3.1.3. Career planning and job-seeking skills

Career planning and job-seeking skills are one of the key factors for college students' successful employment. In the competitive job market, clear career planning and excellent job-seeking skills can help college students better orientate their career development direction, improve their employment competitiveness, and successfully achieve employment.

College students should think carefully about their interests, values and abilities to determine a suitable career direction for themselves. They can learn about their interests and strengths and clarify their career goals by attending career planning seminars and consulting career planners. At the same time, it is important to plan your learning path and practical experience according to your career goals and improve your overall quality.

College students need to master certain job search skills to improve their competitiveness. When writing a CV, highlight your strengths and specialities, pay attention to format and layout to make your CV more attractive. In the interview process, master the skills of self-presentation to show your true abilities and potential. In addition, it is necessary to learn how to deal with various questions in the interview, such as behavioural interview questions, pressure interview questions and so on.

College students should also actively participate in a variety of on- and off-campus practical activities, such as internships, social practice, etc., to improve their practical work ability and teamwork ability. Through practical activities, college students can better understand the workplace environment, accumulate work experience in advance, and increase employment competitiveness.

In terms of career planning and job searching skills, college students also need to pay attention to the following points: maintain a positive mindset and learn to adjust themselves in the face of employment pressure and frustration; continuously enrich their professional knowledge to adapt to the ever-changing job market; cultivate good communication skills, teamwork ability and innovation ability, and improve their overall quality.

Career planning and job search skills are of great significance in the employment process of college students. By carefully planning their career and mastering job-seeking skills, college students can better cope with the challenges of employment and achieve smooth employment. On this basis, college students should also make continuous efforts to improve their comprehensive quality and lay a solid foundation for their future career development.

3.2. Reform and Adjustment of College Education

3.2.1. Match the curriculum with the market demand

In the current social environment, the employment problem of college students is becoming

more and more prominent and has attracted widespread attention. For colleges and universities, how to adjust the curriculum to connect with the market demand and improve the employability of students is an urgent problem to be solved.

The curriculum of colleges and universities should be oriented to the market demand and aim at cultivating students' practical ability and innovation ability. Specifically, colleges and universities should strengthen the research on the industry to understand the development trend of the industry and the demand for talents, so as to adjust the curriculum, increase the courses related to the industry, and improve the professionalism of students. At the same time, colleges and universities should also pay attention to cultivating students' practical ability, through internships, practical training and other means, so that students can exercise themselves in actual work and improve their employment competitiveness. In addition, colleges and universities should also pay attention to cultivating students' innovation ability, through scientific research projects, entrepreneurial competitions and other ways to stimulate students' innovative thinking and cultivate their innovation ability.

Colleges and universities should also strengthen cooperation with enterprises, and jointly develop courses with enterprises, so that students can come into contact with the actual needs of enterprises in the classroom and improve their practical ability. At the same time, colleges and universities should also strengthen employment guidance for students, so that students can understand the situation of the job market, understand their own strengths and weaknesses, so as to better plan their career development.

In general, the curriculum of colleges and universities docking with the market demand requires the joint efforts of colleges and universities, enterprises and all parties in the society, only in this way can we really improve the employability of students and solve the employment problems of college students.

3.2.2. Strengthening practical teaching links

Practical teaching plays a pivotal role in the cultivation process of college students. Strengthening the practical teaching link can help improve the comprehensive quality of college students and enhance their competitiveness in employment. Firstly, colleges and universities should increase the proportion of experiments, internships, practical training and other practical teaching in the curriculum system, so that students can master professional knowledge and cultivate practical operation ability in practice. Secondly, colleges and universities should strengthen exchanges and cooperation with enterprises, government departments and other industries to build a practical teaching platform and provide students with more practical opportunities. In addition, colleges and universities should also pay attention to cultivating students' innovative spirit and teamwork ability, and stimulate students' learning interest and potential by organising various competitions, seminars and other activities. At the same time, practical teaching can also help students better understand the current situation of society and the industry, adapt to the workplace environment in advance, and lay a foundation for their smooth employment after graduation. In the process of practice, students can combine the theoretical knowledge learnt in the classroom with practical work to improve their professionalism. In addition, practical teaching also helps to cultivate students' interpersonal communication and interaction skills, enhance their teamwork spirit, and give them an advantage in the fierce competition in the workplace.

In order to achieve the effective strengthening of practical teaching, colleges and universities also need to improve the relevant policies and systems to ensure the quality and effectiveness of practical teaching. For example, developing the practice teaching plan, clear practice teaching objectives, contents and requirements; strengthening the guidance and supervision of practice teaching to ensure the smooth progress of practice teaching; evaluating students' practice results,

which will be included in the academic performance evaluation system, to stimulate students' enthusiasm for learning.

In short, strengthening the practice teaching link is an important way to improve the comprehensive quality of college students and enhance their employment competitiveness. Colleges and universities should fully understand the importance of practical teaching, increase investment, improve the system, innovate the practical teaching mode, provide students with more practical opportunities, and cultivate excellent talents with practical operation ability and innovative spirit.

3.2.3. Promotion of entrepreneurship education

The promotion of entrepreneurship education is an important link that cannot be ignored in the study of the employment status and countermeasures of Chinese college students. Against the background of the current new economic normal and industrial transformation and upgrading, the state encourages innovation and entrepreneurship as a new engine to stimulate economic growth and promote healthy economic development. In such a background, the promotion of entrepreneurship education in colleges and universities is particularly important [3].

Entrepreneurship education helps to cultivate college students' innovative consciousness and entrepreneurial spirit. Integrating entrepreneurship education into the curriculum can stimulate students' creative potential and cultivate their ability to face challenges and solve problems. In addition, entrepreneurship education can help students establish correct values and enhance their sense of social responsibility.

Promoting entrepreneurship education is conducive to broadening the employment channels of college students. With the intensification of competition in the job market, students with entrepreneurial ability and experience are more competitive in the job-seeking market. Entrepreneurship education can help them find a more suitable development path and realise their self-worth.

Entrepreneurship education helps to promote the reform and adjustment of college education. Through entrepreneurship education, colleges and universities can better understand the market demand, adjust the professional settings and curriculum system, and make education closer to the needs of social development.

The promotion of entrepreneurship education is conducive to promoting the combination of industry, academia and research and the cooperation between schools and enterprises. The joint participation of colleges and universities, government and enterprises in entrepreneurship education can achieve resource sharing and complement each other's advantages, and provide more practice opportunities and entrepreneurial platforms for college students.

In summary, the promotion of entrepreneurship education is of great significance in the employment status and countermeasures of college students in China. In order to achieve this goal, colleges and universities, the government and enterprises should make joint efforts to strengthen the construction of entrepreneurship education system, improve the quality of the teaching team, increase the practical teaching links, and provide policy support and financial support for students. Through these measures, it is expected to improve the entrepreneurial success rate of college students and lay a solid foundation for their future employment and career development [4].

3.3. Government Policy Support and Guidance

3.3.1. Expanding employment channels

Expanding employment channels is an important measure taken by China's government to address the difficult employment problem of college students. First of all, the government can

create more jobs and provide more employment opportunities for college students by promoting economic development. In addition, the government can also promote industrial structure adjustment and optimize the allocation of the labour market, so that college students can find suitable jobs in more industries and fields [5]. Secondly, the government can encourage college students to go to the grassroots and western regions for employment. These areas are often short of talent, and college students who go to these areas for employment can not only meet the local employment demand, but also open up new paths for their own careers. To this end, the Government can provide corresponding preferential policies, such as subsidies, regularisation and promotion. In addition, the government should also actively promote university-enterprise co-operation and the integration of production, learning and research. Through co-operation with enterprises, colleges and universities can better understand the market demand and adjust their professional settings and teaching contents, thus improving the employment competitiveness of college students. At the same time, enterprises can also participate in the education and training of colleges and universities to cultivate and select outstanding talents suitable for their needs in advance. In addition, the government should also pay attention to encouraging innovation and entrepreneurship and provide entrepreneurial support for college students. It can stimulate the entrepreneurial enthusiasm of college students and help them achieve self-employment by providing entrepreneurial training, loan guarantees and tax incentives. The government should also strengthen international co-operation and expand the overseas job market [6]. Through cooperation with internationally renowned enterprises and colleges and universities, it can provide more overseas employment opportunities for college students and broaden their employment horizons.

3.3.2. Optimising the employment market environment

Optimising the employment market environment is an important aspect of solving the employment problem of college students. Firstly, the government should increase the supervision of the employment market, crack down on illegal recruitment behaviour and protect the legitimate rights and interests of job seekers. Secondly, the government should promote the matching of supply and demand in the labour market, provide more employment information by building an employment information platform, facilitate college students' understanding of the employment market demand, and improve the transparency and accuracy of employment information. In addition, the Government should strengthen its macro-control of the employment market to guide and promote the healthy development of the labour market. For example, it can encourage enterprises to increase the number of university students recruited through the formulation of preferential policies, or guide university students to seek employment in some emerging industries and areas in urgent need of talents. At the same time, the Government should also strengthen its employment guidance and services for university students, so as to enhance their employability and competitiveness in employment. In general, optimising the employment market environment requires the joint efforts of the government, colleges and universities, enterprises and the society to form a good employment market environment and provide more employment opportunities and better employment conditions for college students [7].

3.4. Enterprise Participation and Synergy

3.4.1. Enterprise Campus Recruitment and Cultivation

Enterprise campus recruitment and cultivation is one of the important ways to solve the employment problem of college students. Through campus recruitment, enterprises can directly contact excellent college student talents, select talents that meet the needs of enterprises, and at the

same time provide employment opportunities for college students. In the recruitment process, enterprises can conduct a comprehensive assessment of candidates' professional skills, practical experience, comprehensive quality, etc., based on their own needs, and select suitable talents [8].

In addition, enterprises can also carry out campus training programmes through cooperation with universities to provide students with practical platforms and internship opportunities. This way can enable students to get in touch with the actual work of the enterprise during the study period, understand the needs of the enterprise, and adapt to the workplace environment in advance. At the same time, enterprises can also guide students to choose suitable majors and courses according to their interests and development directions in this way, so as to improve their professionalism and practical ability.

Enterprises can also set up scholarships, organise lectures and seminars and other activities on campus to encourage and guide college students to actively participate and enhance their abilities. At the same time, enterprises can also take this opportunity to teach college students workplace experience and job-seeking skills to help them better cope with the employment competition [9].

In short, enterprise campus recruitment and training can not only deliver excellent talents for enterprises, but also provide a convenient employment channel for college students. Through this way, enterprises and colleges and universities can achieve resource sharing, complement each other's advantages, and jointly contribute to solving the employment problem of college students. At the same time, enterprises should also assume social responsibility, pay attention to the employment problem of college students, and contribute to the development of China's economy and society.

3.4.2. Combination of Industry-University-Research and School-Enterprise Co-operation

The combination of industry-university-research and university-enterprise cooperation is an important way to promote the employment of college students. This mode of cooperation can not only improve the practical ability and vocational quality of college students, but also cultivate talents for enterprises to meet the market demand. Specifically, the combination of industry-university-research and university-enterprise cooperation can promote the employment of college students through the following aspects:

University-Industry-Research Integration and University-Enterprise Co-operation can enable students to get in touch with the actual projects of enterprises in school, and improve their professional skills and problem-solving ability by participating in the project practice. This approach helps students better understand and master their professional knowledge so that they can quickly adapt to the working environment after graduation [10].

Enterprises can provide internships for colleges and universities, so that students can practice their professionalism and teamwork skills in real work. Through internships, students can better understand the enterprise culture and adapt to workplace life in advance.

The combination of industry-university-research and university-enterprise cooperation can also provide technical support and services for enterprises. Colleges and universities have strong scientific research capabilities, which can provide talent support for technological innovation and transformation and upgrading of enterprises. At the same time, enterprises can also provide employment opportunities for colleges and universities and increase the employment options for graduates [11].

In order to further strengthen the combination of industry-university-research and university-enterprise cooperation, the government, universities and enterprises should work together. The government should introduce relevant policies to encourage and guide enterprises to participate in the talent cultivation process of colleges and universities and promote the integration of industry-university-research. Colleges and universities should maintain close contact with enterprises, understand market demand, and adjust the curriculum and practical teaching content.

Enterprises should actively participate in university-enterprise co-operation, provide internships and technical support for colleges and universities, and cultivate talents to meet the market demand.

In conclusion, the combination of industry-university-research and school-enterprise cooperation is an effective way to promote the employment of college students. Through this mode of cooperation, colleges and universities, enterprises and students can achieve a win-win situation and cultivate more talents with practical ability and innovative spirit for the society. Under the background of the current severe employment situation, it is of great significance to further strengthen the combination of industry-university-research and school-enterprise cooperation. The government, colleges and universities and enterprises should work together to promote the integration of industry-university-research development, create more employment opportunities for college students, and help China's economic and social sustained and healthy development [12].

3.4.3. Corporate Social Responsibility and Equity in Employment Opportunities

Corporate Social Responsibility (CSR) and Equity in Employment Opportunities (EEO) are important issues in the current social development. In the wave of globalisation, enterprises not only have to pursue economic benefits, but also have to assume social responsibility. Among them, promoting the employment of people with disabilities is an important part of CSR. By paying the Disability Employment Guarantee Fund (hereinafter referred to as the Disability Guarantee Fund), enterprises and the government can work together to promote fairness in the employment of people with disabilities and contribute to the overall harmonious development of society.

The DPSF system is an effective tool for achieving employment equity for persons with disabilities. The system requires enterprises to arrange for the employment of persons with disabilities in accordance with the statutory ratio or to pay the corresponding premium. This not only encourages enterprises to actively recruit disabled employees, but also provides more employment opportunities and choices for persons with disabilities. At the same time, the disability insurance premium is used to support employment services for the disabled, vocational training and other related programmes, further improving the vocational skills and employment competitiveness of the disabled [13].

However, the improvement of the system does not mean a complete solution to the problem. As a matter of fact, the employment of people with disabilities still faces many challenges, including workplace discrimination, inconvenient physical environment and adaptability of work content. Therefore, when fulfilling their social responsibility, enterprises should not only rely on the constraints of the disability insurance system, but also take measures to improve the working environment and conditions for people with disabilities. On the one hand, enterprises can eliminate the unfair treatment of persons with disabilities by optimising the working environment and processes, for example, by providing barrier-free facilities, flexible working hours and teleworking opportunities for employees with different types of disabilities. On the other hand, enterprises can also conduct customised vocational training programmes to help employees with disabilities improve their professional skills and enhance their competitiveness in the market [14].

In addition to direct employment support, enterprises should also actively participate in social welfare activities to increase social awareness and acceptance of people with disabilities. Through these initiatives, enterprises can achieve their own sustainable development while creating greater value for society and promoting the realisation of fair employment opportunities.

4. Conclusion

After an in-depth study of the topic of employment status and countermeasures for Chinese college students, we found that the overall situation of the current college student employment market is grim, and the problem of difficult employment is becoming more and more prominent. The distribution of college students' employment destination is uneven, employment satisfaction is

low, and there is a large gap between the actual job demand and the majors studied by college students [15].

In view of these problems, we put forward a series of countermeasures and suggestions. Firstly, college students should improve their own ability, including the cultivation of professional skills, the accumulation of practical experience, and the learning of career planning and job-seeking skills. Secondly, colleges and universities should carry out educational reforms and adjustments, the curriculum should be aligned with the market demand, strengthen the practical teaching links, and promote entrepreneurship education. In addition, the government should introduce relevant policies to support and guide, expand employment channels, optimise the employment market environment, and encourage college students to work at the grassroots level and in the western region. Finally, enterprises should actively participate and synergise with universities to provide more employment opportunities for college students through campus recruitment and cultivation, and the combination of industry, academia and research.

By analysing the current situation of college students' employment, we realize that solving the employment problem of college students is a long-term and complicated process, which requires the joint efforts of college students, colleges and universities, the government and enterprises. We expect that under the joint efforts of all parties, the employment market of college students can gradually warm up and the problem of difficult employment can be effectively solved.

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