

The influence of Employability of College Students in Jiangxi Province from the Perspective of Enterprise Demand Based on School Support and Social Practice Participation as Mediating Variables

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ABSTRACT

In recent years, due to the expansion policy, Chinese college graduates also showed the rising trend year by year, employment is a major problem facing college graduates, and lead to college students employment difficult there are many reasons, such as national policy, the rapid development of the international environment of the adverse factors, social discrimination, social support, the existing ordinary college education system, the disadvantages of the job market information, information market, the influence of college students' own ability factors, and enterprise talent demand and college students' employment ability does not match, etc. As an enterprise, how to attract talents to meet the needs of sustainable development is also a long-term problem in the future. If we can match the employment ability of college students from the perspective of enterprise talent needs, it can further provide targeted reference for college students to improve their employment ability. This paper will construct the evaluation system of college students from the professional ability, interpersonal ability, interpersonal relationship ability, self-development ability and emotional regulation ability, so as to further design the questionnaire accordingly. Further use the structural equation model to find out the most important factors affecting the employability of college students, finally, in view of the current situation of the employability of ordinary college graduates and the factors affecting the employability of ordinary college graduates, proposed the path to improve the employability of ordinary college students.

Keywords: Enterprise needs; Employment of college students; Employability; education

INTRODUCTION

1.1 Background introduction

In recent years, due to the enrollment expansion policy, the number of college graduates in China is also on the rise year by year. According to the statistics of the Ministry of Education of China, the number of college graduates at all levels in 2022 will reach 10.76 million, with a net increase of 1.67 million over 2021. It is also the first time that the number of college graduates in China exceeds 10 million, which is the largest increase in recent years. The high-quality development of enterprises is one dimension of the high-quality development of China's economy. Enterprises also support half of China's economic growth and have made very positive contributions in increasing tax revenue, accumulating social wealth, technological innovation, and stabilizing employment.

Therefore, it is more important for enterprises to match their employability with their needs. Under the support and guidance of national policies, pilot colleges and universities at the undergraduate level are also actively conducting innovation and reform, cultivating application-oriented talents and cultivating the main force of the future society. Colleges and universities are also trying their best to provide better support, such as introducing experts and

professors from enterprises to provide employment guidance, introducing high-end talents to promote reasonable professional training, and playing a role in students' innovation ability. Lead students to participate in summer social practice and so on. As an enterprise, how to attract talent to meet the needs of sustainable development is also a long-term and in-depth problem that enterprises need to think about in the future. If the employability of college students can be matched from the perspective of the talent demand of enterprises, it can further provide a reference for college students to improve their employability.

Then the structural equation model is further used to find out the most important factors affecting the employability of college students. Finally, according to the current situation of the employability of college graduates and the factors affecting the improvement of the employability of college graduates, the path to improving the employability of college graduates is proposed with a specific aim.

1.2 Statement of the problem

Talents with high education and high quality have increasingly become the backbone of social development. However, with the popularization of college education, the number of college students is constantly increasing, but the employment rate is constantly decreasing. At present, many scholars believe that although college students have sufficient knowledge, they lack working skills and attitudes. Therefore, to improve the employability of college students and improve the current situation of the supply and demand of human capital, we must change the cognition of college students' employability from the perspective of the demand side of the talent market, that is, enterprises, and further, cultivate college graduates who are more suitable for the innovation and development needs of enterprises.

1.3 Research questions

Explore what dimensions of employability should be measured for Chinese Jiangxi province college students? And what is the specific level of employability?

1.4 Research Objective

Extracting and categorizing the factors affecting the employability of college students.

1.5 Scope of the study

Based on the review of relevant pieces of literature in the fields of enterprise demand, school support and participation in social practice, employability, and suggestions for improving college students' employability, and combined with relevant theories, this paper uses quantitative empirical analysis to explore the impact of enterprise demand on the overall employability level of college students, with school support and participation in social practice as the intermediary variable. The variables used in this paper are shown in Table 1-1, and the variables are described and referenced in the following sections.

1.6 Research hypothesis

H1: Enterprise demand has a significant positive impact on college students' employability.

H2: Enterprise demand has a significant positive impact on students' participation in social practice.

Table 1-1 Latent and measured variables used in this paper

Latent variable	Measurement index
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Enterprise demand	Teamwork
	Expertise
	Communication
	Resistance to stress and frustration
School support	Teacher resources
	Professional training
	Career guidance
Participation in social practice	Summer research and practice
	Corporate Internship
Employability	Professional ability
	Interpersonal skills
	Self-development ability
	Emotional regulation ability

2 Literature review

2.1 Research summary of enterprise demand

Enterprise demand, that is, the demand for talents of enterprises, refers to the skill positions established by enterprises based on the development goals of enterprises, and the specific requirements for the professionalism, quality, and skills of employees made by the positions. O'Leary, D. E. (1998) defines the concept of enterprise management. Some scholars have conducted a large number of studies on enterprise demand, enterprise management, enterprises face different international environments, enterprises will need to face the future development of top-level design, however, the most important thing in enterprise development is the presence of talent, the need to integrate business, technology and talent (Burritt, et al(2020); Repnikova, et al(2020); Dzwigol, et al (2019); Sia, et al (2021)). The most important thing in enterprise development is the presence of talent, the need to integrate business, technology and talent (Steiner & Teasdale (2019); Weichhart, et al (2021); Zheng, C., et al (2021); Anthony Jnr, B. (2023)).

2.2 Research summary of employability

In a globally competitive economy, where knowledge and talent are especially important, the importance of employability is recognized by many policymakers and scholars (Peeters et al. (2019)). And college education institutions need to prepare university students for employment by enabling them to plan ahead and use untapped potential and skills (Kumar (2007)). The concept of employability has a variety of different, yet related parts of definitions. Scholars from different backgrounds will define and study employability in different ways, e.g. Forrier & Sels (2003); Thijssen, Van der Heijden, et al (2008). Therefore, some scholars have also emphasized the need to create a unified and complete conceptual framework for employability (Knight & Yorke (2004); Helyer & Lee (2014); Forrier, Verbruggen, & De

Cuyper (2015); Smith, Ferns, et al (2016); Small, Shacklock, et al (2018); Peeters et al. (2019)), then there is a greater need to illustrate this paper's conceptual framework of employability to set the stage for the research that follows.

Atsushi (2004), a British economist, first proposed the concept of employability. He called employability "employability", which refers to the ability of individuals to obtain and keep jobs. Subsequently, some scholars have defined employability as a multidimensional process competency that develops over time using a competency-based approach, e.g., Van der Heijde & Van der Heijden (2006). Those of the existing studies that deal with the concept of employability involve individual-level competencies, and some scholars have even argued that both university students and workers with many years of experience need to be equipped with competencies that will help them to obtain and retain a job in the marketplace, which is especially important in the context of an exceptionally competitive labor market (Inge Römgens, Rémi Scoupe , et al (2020)). According to Lee, et al (2010), employability refers to an individual's ability and willingness to obtain basic employment, maintain employment and get employment again when needed, so as to realize his/her potential capacity.

In an article by Rola Ajjawi & David Boud (2023), it was pointed out that the academic performance of university students reflects the students' ability, but the transcripts currently available in the universities show a limited picture of the actual ability of the students, and that professional certificates, achievements in competitions, and descriptions of roles played during the university years should be taken into account in the practical consideration of the academic ability of the university students, for a more comprehensive assessment of the students' Aliu, J., & Aigbavboa, C. (2021) conducted a survey of graduate employability in the construction industry and found that the key competencies required for built environment students to thrive in the construction industry after graduation include leadership, critical thinking and analytical, problem solving, and entrepreneurial creativity, and their study revealed that companies are constantly looking for a wide range of skills in their graduates. Andres Herrera Granda (2023) assessed students' self-perceptions of social, emotional, and intercultural competence in Colombian college education institutions through a sample of 413 students in different majors and found that students overall scored low on self-awareness, social awareness, and interpersonal skills, and deficient in intercultural employment, suggesting that strategies that facilitate students' social, emotional, and intercultural competence should be incorporated. Emotional and intercultural competence strategies should be included in the curriculum of college education. Halimi, F., AlShammari, I. and Navarro, C. (2021) showed that academic and employment success is closely related to students' self-assessment of their emotions and the use of their emotions, and also suggested that the WLEIS Scale can be used as a reliable tool for assessing the emotional competence of college students.

2.3 Research summary of school-supported

Colleges and universities are one of the important places for college students to improve their employability. It can be seen that the influence of colleges and universities on the employability of college students is obvious. In colleges and universities, there are many factors that will affect the employability of college students. In order to facilitate the research, the author collectively refers to various factors that affect the employability of college students as school support. Li Bingbing and Li Dekui (2016) believe that school support refers to the fact that students can perceive the actual help from the school subjectively and objectively during the school period, which is an emotional experience of the school respecting, supporting, and understanding students, and can generate a sense of identity with the school. Its main function is to help students solve difficulties, adjust the interference of negative energy, increase the good state of the blending agent, and provide spiritual, material, and information support for study, work, and life.

There is no unified standard for the measurement of school support. Scholars have explored the constituent elements of school support from different angles. From the perspective of a university organization, Li Bingbing and Li Dekui (2016) believe that school support refers to the fact that students can perceive the actual help from the school subjectively and objectively during the school period, which is an emotional experience of the school respecting, supporting, and understanding students, and can generate a sense of identity with the school. Chen Yong (2012) believes that the composition of school support includes eight indicators: interaction mechanism with employers, goals and strategies, curriculum system, specialty setting, teacher level, training approach, career guidance, evaluation, and feedback mechanism. According to Bo Wei and Liu F students' employability but also indirectly affects students' employability through their academic participation.

2.4 Research summary of participation in social practice activities

Social practice activities of college students refer to that college students walk out of school and into society in a planned, organized, and purposeful way according to the requirements of college education training goals, with the aim of improving their comprehensive quality and realizing their individual socialization. In order to learn and master new knowledge, understand and understand society, and then obtain their own comprehensive and coordinated development of education.

Kang An (2017) defined the social practice activities of college students into the following four types: (1) Classification of teaching practice: Teaching practice activities are designed by colleges and universities according to the relevant national education standards, student training objectives, and teachers' teaching training objectives, and conduct practical activities centering on curriculum majors. (2) Classification of public welfare practice: According to the classification of public welfare practice, public welfare activities refer to those organized by college students or college Youth League committees for the purpose of helping people with special needs, promoting social justice, and using actual social activities to help others and contribute to human society. (3) Theme practice classification: represented by "cultural construction, science, and health" three trips to the countryside, mainly held by the college Youth League committee, and the use of school winter and summer holidays, to conduct the nationwide social investigations and visits, policies and regulations publicity, and law popularization. (4) Classification of scientific practice: It is the exchange activity of college students on academic and modern scientific and technological creation. College students use their knowledge and their own expertise to apply scientific creation and finally apply the creation results to actual social activities to promote the economic and social development or social progress of the school.

2.5 Literature review

Based on the above literature review and the perspective of enterprise demand, this paper combs the relevant literature on employability based on enterprise demand and the comparison between enterprise demand and employability. It is found that the relevant literature compares the employability of enterprises and the employability of schools through questionnaires conducted at the enterprise and student levels, and draws the difference between the two.

As for the research on school support, there is no unified opinion on the measurement of school support. Scholars construct different indicators to measure the strength of school support, which will make the research results not applicable. As for the research on social practice activities, the concept, characteristics, and participation forms of social practice activities are analyzed, and it is found that with the continuous development of society, the forms of social practice activities are constantly innovative.

Now, with the increase in the number of graduates, enterprises have higher and higher requirements for fresh graduates and pay more and more attention to students' professional knowledge and practical ability. This paper innovatively starts from the needs of enterprises, and takes the support of schools and the participation in practical activities as the intermediary variable, to explore the influence mechanism on employability, intending to put forward targeted policy suggestions from various aspects.

2.6 Variables

2.6.1 The Independent Variable

At present, the demand of enterprises for college graduates pays more attention to the overall quality of college students, not only focusing on the examination results of college students, enterprises pay more attention to learning ability and social work experience, some enterprises also put forward corresponding requirements on the health of college students. At the same time, when enterprises conduct the talent strategic reserve plan, they gradually change the situation that nonhigh education and non-famous college students do not consider, and focus more attention on professional knowledge and skills and their own comprehensive quality. It can be seen that enterprises in recruitment are more in accordance with their own actual strategic needs, no longer blindly pursuing "high talent consumption", this behavior improves the degree of rationalization of enterprises, but also for more college students to provide more career opportunities. In this paper, the measurement of enterprise demand is mainly conducted from four aspects: teamwork , expertise, communication, resistance to stress and frustration, as shown in Figure 2-1.

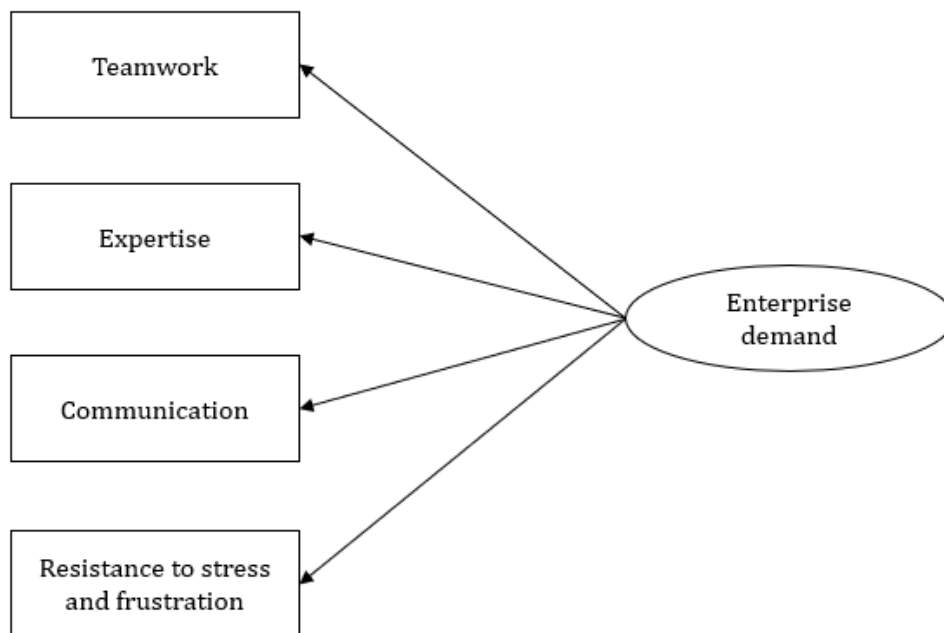


Figure 2-1 Conceptual Framework Diagram of Enterprise demand Dimensions

2.6.2 Mediating Variable

According to the research needs, from the perspective of student development, this paper defines school support as in order to meet students' all-round development needs of morality, intelligence, physical fitness, beauty, and labor, colleges, and universities provide learning support, social support, academic funding and basic facility support, among which learning support is divided into professional curriculum support and teacher teaching support, and basic

facility support is divided into learning facility support and living facility support. Students' sense of college support can be defined as students' cognition and evaluation of learning support, social support, academic support, and basic facility support, as well as the resulting feelings and behaviors toward the school. Based on the cultivation of employability, this paper mainly measures the support of schools from three aspects: teacher resources, professional training, and career guidance, the conceptual framework diagram is shown in Figure 2-2.

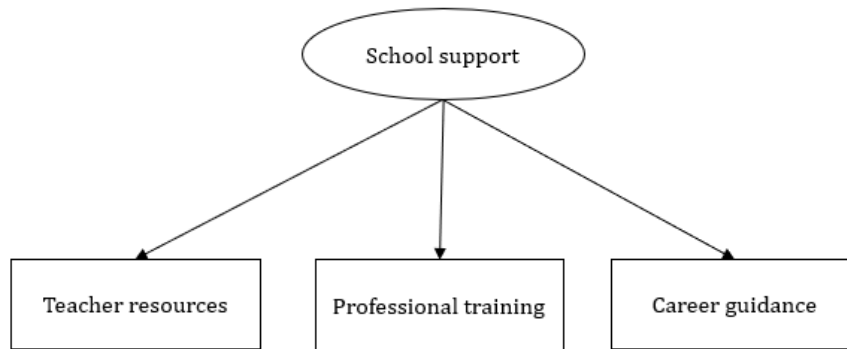


Figure 2-2 Conceptual Framework Diagram for the School Support Dimension

Social practice activities can shorten the socialization process of college students, and have significant effects on the realization of college students' emotional experience, moral sublimation, will exercise, faith edification, psychological education, and other aspects of implicit education. It is also beneficial to improve college students' organizational ability, interpersonal communication ability, adaptability, ability to deal with contradictions, and scientific research ability. Studies have shown that technology-based real environment simulation or the network as a platform to simulate the reality of the new social virtual social practice can also allow college students in the virtual environment to simulate life, increase knowledge, expandability, and practice growth so that knowledge into the ability to analyze and solve problems. In this paper, participation in social practice activities is mainly measured from two aspects, namely, participation in summer social practice activities and internship participation in enterprises. Through participation in relevant practical activities, one can understand society more clearly, understand the requirements of enterprises on employees and the requirements of graduates' employability, so as to improve one's weaknesses through continuous learning. Improve their core competitiveness in employment, as shown in Figure 2-3.

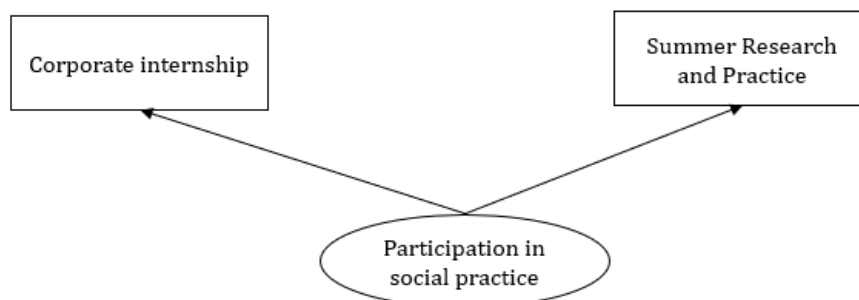


Figure 2-3 Conceptual Framework of Social Practice Participation Dimensions

2.6.3 The Dependent Variable

Employability refers to the ability developed by college students on the basis of study and practice, which is conducive to college students' individual successful employment, employment maintenance, and promotion. It is a multi-dimensional concept, including both the internal potential related to the occupation and the explicit behavior in the actual operation, specifically pointing to multiple individual attributes such as knowledge, skills, abilities, attitudes, and behaviors. As mentioned above, enterprises need fresh graduates should have teamwork ability, professional knowledge mastery, communication ability, and anti-frustration and anti-pressure ability. This paper measures employability mainly from four aspects: professional ability, interpersonal skills, self-development ability, and emotional regulation ability, the specific conceptual framework is shown in Figure 2-4.

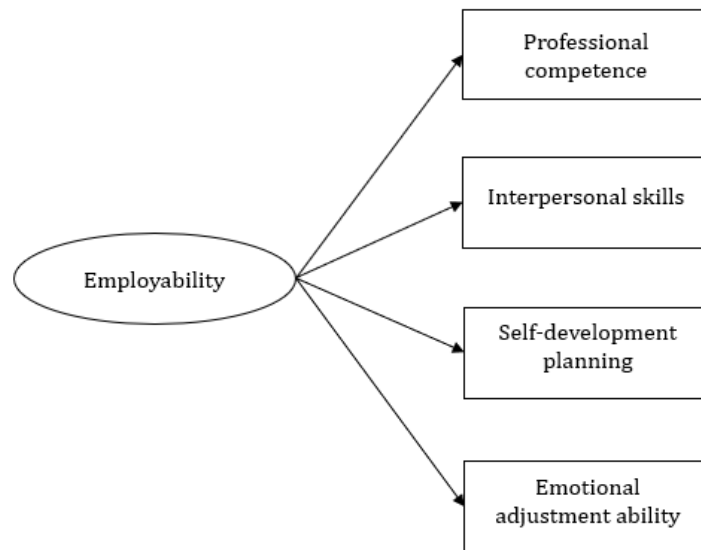


Figure 2-4 Conceptual Framework for the Employability Dimension

2.7 Model

As more and more people conduct quantitative analysis on abstract indicators, the structural equation model is becoming more and more popular in statistical methods, and the abstract indicators that are most widely used in the field of social science are the most used for quantitative analysis. The structural equation model combines two different analysis methods, "regression analysis" and "factor analysis", which are the most used traditional methods to solve the relationship between multiple variables. Through the establishment (identification) and estimation of the model, the correlation between variables and the causal relationship between variables can be verified. The basic elements of the structural equation model are the observed variable index, potential variable index, exogenous variable index, endogenous variable index, and residual term respectively. The structural equation model mainly includes two parts, namely the measurement model and the structure model.

In this paper, with enterprise demand as an explanatory variable, social practice participation and school support as an intermediary variable, and employability as an explained variable, a structural equation model is built to explore the mechanism of enterprise demand's impact on employability. The basic framework diagram is as follows in Figure 2-5.

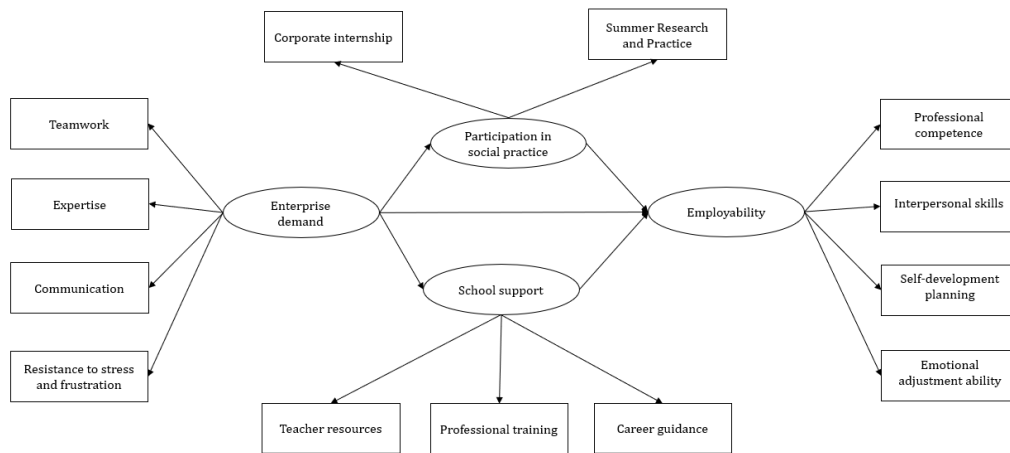


Figure 2-5 Conceptual framework of the holistic model of employability in the context of business needs

2.8 Development of Hypothesis

There is a certain difference between the employability of college students and the demand for talent in enterprises, and there is a mismatch between them. This paper holds that the main reason for the difficulty of college students' employment is that the employability of college students does not meet the needs of enterprises. In addition, with the rapid development of the economy, the continuous upgrading of industrial structure and the diversified development of high and new technology fields, the knowledge and skills represented by college students are becoming the leading forces in the economic growth of our country. At present, more and more enterprises pay more attention to product innovation and technological upgrading, especially the emerging industries and high-tech industries represented by materials, energy, information technology and aerospace, etc., and the demand for talent is increasing. However, the main reason for the employment difficulties of college students is that the employability of college students is far from meeting the demand for the talents of enterprises. In the process of college student talent training, colleges and universities should take the initiative to meet the needs of society, constantly adjust the curriculum and teaching content of colleges and universities according to the changes in the talent market and the needs of enterprises, and cultivate college students with high comprehensive quality and strong comprehensive ability and adapt to the needs of enterprises. To sum up, the needs of enterprises are of guiding significance to the cultivation of college students' employability, and they should take the needs of enterprises as the starting point to cultivate their own abilities. The overall research hypothesis framework is shown in Figure 2-6.

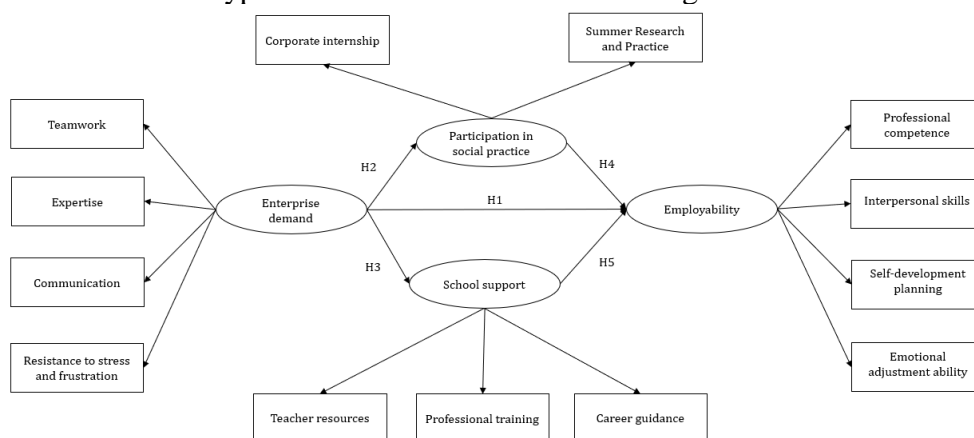


Figure 2-6 Overall Research Hypothesis Framework Diagram

Therefore, the research hypothesis H1 of this paper is put forward: enterprise demand has a significant positive impact on employability, see Figure 2-7.

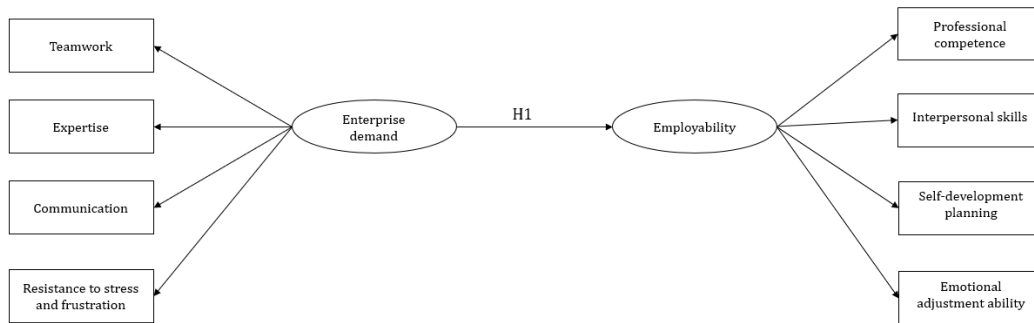


Figure 2-7 Conceptual diagram for research hypothesis H1

Tang Tiantian and Yao Wenfeng (2010) believe that through social practice, cultural and sports activities, and public welfare activities, students can improve their ability to adapt to society and deal with interpersonal relationships, enhance their self-confidence and practical ability upon graduation, and improve their employment competitiveness to meet the needs of enterprises. Wang Chunyan (2017), on the basis of an in-depth analysis of the relationship between vocational college students' social practice and employability, believes that social practice activities can help college students adapt to the new requirements of employers, and help vocational college students to change their identities and improve their ability to adapt to society. Jiang Wu (2017) believes that guiding college students to participate in social practice activities cannot only help them understand the social situation and get in touch with society as soon as possible but also help improve their cognition of careers. Based on the needs of enterprises, after theoretical study in school, college students will learn what enterprises need by participating in summer social practice activities or participating in enterprise internships, so as to better identify the gaps and fill in the gaps, so as to better provide their employability.

Therefore, this paper proposes research hypothesis H2: enterprise demand has a significant positive impact on participation in social practice activities, see Figure 2-8.

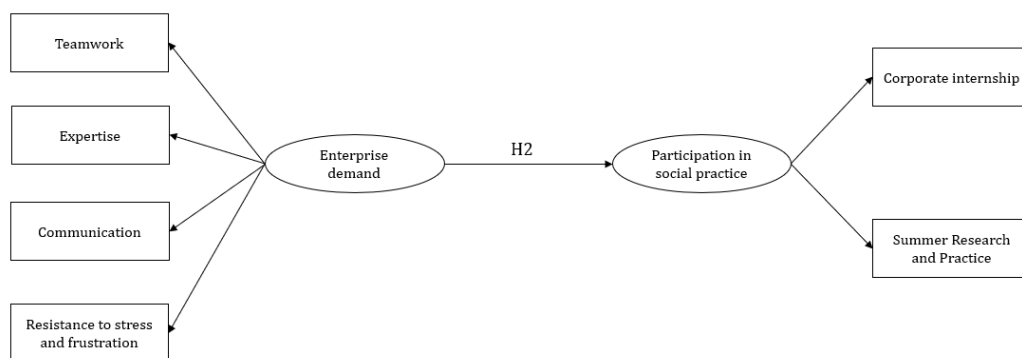


Figure 2-8 Conceptual diagram for research hypothesis H2

2.9 Structural equation model

Structural Equation Modeling (SEM) is a complex statistical method for detecting the relationship between observed and invisible variables. Based on the existing structural equation model theory and literature foundation, this paper initially designed the research

model, then verified the fitting degree of the model, and again verified the relationship between variables in the model, in order to verify the research hypothesis proposed in the research.

3 Conclusion

Matching the needs of enterprises with the employability of college students is more important. Under the support and guidance of national policies, undergraduate level pilot universities are also actively carrying out innovative reforms, cultivating applied talents, and cultivating the main force of future society. Universities are also providing better support as much as possible, such as introducing experts and professors from enterprises to provide employment guidance, introducing high-end talents to promote reasonable professional training, playing a role in students' innovation ability, leading students to participate in summer social practice, and so on. As an enterprise, how to attract talents to meet the needs of sustainable development is also a long-term and in-depth consideration issue that enterprises need to consider in the future. If we can match the employment ability of college students from the perspective of enterprise talent demand, we can further provide targeted references for college students to enhance their employment ability. This article explores how college students' employability level can be improved from the perspective of corporate demand. Based on the impact mechanism and guided by the theory of talent matching demand in enterprises, a dimensional system for the employment ability system of college students is formulated. Ultimately, by improving the dimensions of influencing factors that affect the level of college students' employment ability, the employment ability of college students can be effectively improved, thereby promoting the improvement of the matching degree between college students' employment and enterprise talent demand, and promoting high-quality development of enterprises and sustainable economic development.

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