

Analysis of the Impact of Social Policies on the Employment Market

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Abstract: In the context of the new era, social policies have gradually become the main influencing factor for the development and changes of the employment market, which is of great significance for the construction and reform of China's employment market. Only by deeply analyzing the impact of social policies on the job market, summarizing the connotation and direction of specific social policies, can targeted strategies and assistance be provided for college students' employment, enabling them to smoothly carry out employment and entrepreneurship activities. This article systematically explores the impact of social policies on the job market, analyzes the actual effects of different social policies on changes in the job market, and proposes targeted strategies from the aspects of employment guidance system construction, employment information resource sharing, personalized employment services, and expanding employment channels, providing reference for the harmonious development of the job market.

Keywords: Social Policy; Employment Market; Effect

Introduction

In the current job market, factors that affect the employment environment and difficulty are becoming increasingly diverse, including industry direction, business development needs, and social policies. Among them, social policies have a significant impact on the job market, and the development and changes of industries, sectors, and enterprises are also influenced to some extent by social policies. The changes in social policies will adjust the prices and quality requirements of products and services in the existing market, indirectly changing the market environment and employment market environment. In the process of college students' employment, schools need to change and adjust their original educational strategies, analyze the actual impact of social policies on the job market, fully summarize students'

development needs, and meet the employment needs of college students through educational guidance and employment practice activities.

1. Overview of Social Policy and Employment Market

Social policy refers to the basic principles or action guidelines formulated by the state through legislative and administrative means, such as population policy, labor and employment policy, social insurance policy, environmental protection policy, and so on. In the current socio-economic development environment, social policies aim to strengthen social security, improve social welfare, stabilize social order, promote coordinated development among various components of society, and advance social progress. At the same time, social policies can also have a certain degree of impact on the economy, scientific research, and cultural activities, which are important policy contents that need to be studied and understood for enterprise development, talent education, and cultural and artistic work.

The employment market is under the jurisdiction of the Human Resources and Social Security Bureau, including the migrant worker market, labor market, labor market, occupational market, job market, job market, recruitment market, human resources market, etc., which refer to the market for the supply and demand of eligible workers. The employment market environment is influenced by many factors, among which social policies have a greater impact and the most direct form of influence. Social policies often directly improve traditional business methods and development approaches in industries, leading to rapid changes in the demand and requirements for talent in the job market. Therefore, it is necessary to have a deep understanding of the impact of social policies on the job market, combined with specific directions and trends of social policy changes, to provide employment guidance for college students, enhance the integrity of talent education, and contribute to college students' employment creation.

2. The Impact of Social Policies on the Job Market

In the new era, social policies are conducive to providing more diverse employment opportunities for talents, and new requirements have been put forward for the quality and ability of talents, which may increase the labor costs of enterprises and improve the quality and fairness of employment. This has had an impact on the job market in multiple aspects. Schools need to have a deep understanding of the specific impact situation to provide support for future employment guidance and talent education.

2.1 Beneficial for Providing more Diverse Employment Opportunities for Talents

Under the trends of digitization and globalization, the development of new technologies has given rise to many new industries, and social policies that support and assist related industries have provided more job opportunities for graduating talents, which is conducive to expanding the entire job market and promoting the improvement of employment efficiency. At the same time, many studies have shown that the implementation and application of social policies can not only provide diverse employment opportunities for talents, but also enhance the vitality of enterprises, improve the competitiveness of new enterprises, promote the sustainable development of industries, and have a positive effect on the progress of the employment market environment.

2.2 New Requirements have been Put forward for the Quality and Ability of Talents

The implementation of social policies has put forward new requirements for the quality and ability of talents in the job market. Based on specific social policies, the development direction and research content of industries and sectors are gradually changing, and innovative and technical talents are gradually becoming the mainstream pursued in the job market. Enterprises' requirements for the quality of talents are also increasing. The implementation of different social policies in the job market has a crucial impact on the market environment and talent employment. Only by continuously improving one's professional abilities and qualities according to the direction of social policies can competitiveness in employment be effectively guaranteed.

2.3 May Increase the Labor Cost of the Enterprise

Although social policies may provide more diverse

employment opportunities for talents, they may also lead to an increase in labor costs for some enterprises. On the basis of increasing job opportunities, the attractiveness of low competitive enterprises in the talent pool decreases. Only by improving employee salaries and benefits can normal talent recruitment be completed, leading to a gradual increase in their own labor costs. In the new era, the impact of social policies on the employment market environment is multifaceted. Enterprises and talents need to analyze the actual effects of social policies from the perspective of differentiated needs, and make flexible adjustments based on their own needs, in order to provide support and assistance for talent employment and promote the harmonious development of the social economy.

2.4 Beneficial for Improving Employment Quality and Equity

The implementation and application of social policies are also conducive to improving the quality and fairness of employment. In the traditional job market, the quality and fairness of employment are limited, and some talents are not in an equal position in actual employment competition. Through the implementation of relevant social policies, the professional ethics and practical vocational and technical abilities of talents have become the key to employment competition, which has a good effect on improving the quality and fairness of employment.

In the new era, the traditional employment market environment can no longer meet the needs of modern socio-economic development. Only through joint efforts from multiple parties and summarizing the impact of social policies on the employment market can we build a harmonious employment market, help talents to achieve employment innovation more efficiently, and promote the achievement of talent education development goals.

3. Key Points and Obstacles to Employment under the Influence of Social Policies

With the arrival of trends such as digitization and globalization, talents are facing new employment opportunities and challenges. At the same time, under the influence of social policies, some schools have inadequate implementation of talent employment guidance, poor sharing of employment information resources, insufficient quality of personalized employment services, and inadequate construction of employment and entrepreneurship channels, seriously affecting the normal employment of talents.

3.1 Insufficient Implementation of Talent Employment Guidance Work

In the context of social policy implementation, schools should provide targeted employment guidance for talents to enhance their employability, build a harmonious job market, and achieve coordinated development of the economy, society, talent, and industry. However, in the current environment, some schools' talent employment guidance work is not well implemented, and there is insufficient analysis and research on social policies. There is no targeted guidance for students on social policies and employment environment, which leads to a lack of established direction for talents in the process of employment and entrepreneurship, which is not conducive to their normal employment.

3.2 Poor Sharing Effect of Employment Information Resources

The sharing of employment information resources is of great significance for talent employment and entrepreneurship, which can help students better make employment and entrepreneurship decisions and have a positive effect on their choice of suitable enterprises and positions. However, in some universities, there is a lack of a comprehensive mechanism and platform for sharing employment information resources, which leads to insufficient understanding of the job market, social policies, and professional environment among students, making it difficult for them to participate in employment and entrepreneurship activities in a prepared manner, and affecting the quality of talent employment and entrepreneurship.

3.3 Insufficient Quality of Personalized Employment Services

Personalized employment services can provide targeted employment support for talents, helping students complete their employment plans and develop scientific employment plans. However, in some schools, the quality of personalized employment services is insufficient, and there is a lack of integration with social policies to provide students with "one-on-one" personalized employment services. This leads to students' inadequate understanding of their own abilities and market environment, and their employment planning and design do not conform to the current situation of the job market, which affects their sustainable development.

3.4 the Construction of Employment and

Entrepreneurship Channels is Not Perfect Enough

In the current job market environment, the construction of employment and entrepreneurship channels directly affects the employment efficiency of talents and can provide students with diverse employment opportunities. However, some schools have not actively developed employment and entrepreneurship channels, resulting in a lack of employment and entrepreneurship opportunities that students can access, which affects the normal development of employment activities. Schools need to address the impact of social policies on the job market, actively summarize current educational issues, design reasonable employment guidance plans, and provide support and assistance for talent employment and entrepreneurship.

4. Employment Guidance Strategies under the Influence of Social Policies

Under the influence of social policies, schools should actively carry out targeted employment guidance system construction, provide diversified employment information resource sharing, improve the quality level of personalized employment services, and gradually expand employment and entrepreneurship channels for talents, thereby promoting the progress of talent employment ability and promoting the sustainable development of talents.

4.1 Actively Carry out Targeted Employment Guidance System Construction

In the current job market environment, schools need to keep up with social policy trends, actively build targeted employment guidance systems, enhance the effectiveness of employment guidance, and fully improve students' employability. Firstly, schools need to actively optimize the setting of graduation knowledge courses, including employment guidance courses in the compulsory curriculum system, so that students can master targeted employment knowledge content in the process of professional learning, thereby enhancing their employment and entrepreneurship thinking and literacy.

4.2 Provide Diversified Employment Information Resource Sharing

The sharing of employment information resources can provide students with employment support through various means, such as policy lectures, policy interpretation manuals, and online employment guidance courses. Schools should

actively establish and improve the mechanism for sharing employment information resources, provide students with richer employment support, and promote the development of students' employment abilities. At the same time, schools can gradually upgrade and optimize the utilization mode of employment information resources based on information technology and data technology, helping students to have a more comprehensive understanding of learning and employment information resources, and enhancing the pertinence and effectiveness of employment guidance.

4.3 Improve the Quality Level of Personalized Employment Services

In the process of student employment guidance, schools, governments, and various sectors of society need to increase directional guidance for college students, build a harmonious employment environment, and promote the comprehensive development of talents in multiple ways. At the same time, schools need to actively launch personalized employment services, gradually improving students' personal abilities and employment qualities through career counseling, psychological assessments, and personality analysis, so that professional students can adapt to the employment market under the influence of social policies, and promote the achievement of employment guidance goals.

4.4 Gradually Expanding Employment and Entrepreneurship Channels for Talents

Schools should actively expand employment and entrepreneurship channels for talents, design targeted school enterprise cooperation practical activities reasonably, help students deeply understand the actual situation of different enterprises, industries, and sectors, gradually enhance students' employment and entrepreneurship abilities, and contribute to talent cultivation. At the same time, schools should fully mobilize their own resources to lay a solid foundation for students' employment, steadily improve employment rates, and make talent education more in line with the social development needs of the new era.

5. Conclusion

In the new era, social policies are conducive to providing more diverse employment opportunities for talents, and new requirements have been put

forward for the quality and ability of talents, which may increase the labor costs of enterprises and improve the quality and fairness of employment, with a huge impact on the job market. However, some schools' talent employment guidance work is not well implemented, the sharing effect of employment information resources is poor, the quality of personalized employment services is insufficient, and the construction of employment and entrepreneurship channels is not perfect, resulting in poor employment guidance effect and affecting the development and cultivation of talents. Therefore, schools should actively carry out targeted employment guidance system construction, provide diversified employment information resource sharing, improve the quality level of personalized employment services, and gradually expand employment and entrepreneurship channels for talents, providing support and assistance for talent employment and entrepreneurship.

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