

# Research on Policy Mechanisms for Zhengzhou City to Further Attract High-end Talents at Home and Abroad

**Wei Dou**

*Lyceum of the Philippines University, Manila, 1002 Metro Manila, Philippines*

**Abstract:** *With the continuous development of China's economy and technology industry, various key provinces and cities in China have introduced a batch of foreign high-end talent policies with Chinese characteristics and highlights, launching a "high-end talent competition". This article takes Zhengzhou city as the research object, analyzes the main problems of the city's development stage starting too late, lack of prominent regional realities and characteristics, and weak targeted awareness of talent policy research and formulation stage goals, and puts forward suggestions for improving relevant policy schemes.*

**Keywords:** *Zhengzhou City; High-end talents; Policy improvement*

## 1. Introduction

Since the implementation of the reform and opening up policy in the late 1970s, China's social and economic development has achieved remarkable results and made irreplaceable contributions to the development of the global economy. Every country is paying more and more attention to the reserve of high-end talents, and Chinese provinces and cities have formulated a lot of policies, hoping to develop China's human resources in the shortest time. In order to more effectively attract high-end talents at home and abroad, our country needs more targeted policies to further attract high-end talents at home and abroad, so it is slowly developing into a state of competing among provinces and cities [1].

In 2008, the central government proposed a national strategy plan to comprehensively enhance high-end talents in China. Both the "Thousand Talents Plan" and the "Ten Thousand Talents Plan" highlight the concern and attention of various ministries and departments towards high-end talents. Many policies are mainly about the registered residence registration policy, housing purchase subsidies, rental subsidies to retain high-end talents at home and abroad.

At present, the problem of insufficient capacity building for the special high-end talent team in Zhengzhou is becoming increasingly prominent, mainly reflected in the lack of targeted high-end talent policies, incomplete supporting incentive policies, and inadequate follow-up policy supervision and management. These policies not only failed to serve as a support for promoting economic leapfrog development, but also resulted in the long-term inability to retain high-level local talents in Zhengzhou, leading to a serious outflow of high-end talents. In addition, the aging trend of high-end talents is obvious, and the problem of imbalanced labor force structure is also seriously affecting and restricting the long-term economic and social development of Zhengzhou region.

This article is based on the study of the construction of high-end talent echelons in Zhengzhou City, in order to actively attract and gather high-quality high-end talents from both domestic and foreign sources. Through a survey and analysis of the current talent attraction policies in Zhengzhou City, it has been proposed about policies and opinions on further attracting high-end talents in related industries. The author hopes that it can promote the development of high-end talent introduction and provide reference for national macro decision-making through the study of strategies for high-end talents in Zhengzhou City.

## **2. Related concepts and theoretical foundations**

### ***2.1 High-end talent concept***

"High-end talents" -it not only has the basic connotations and characteristics of ordinary talents, but also has characteristics and connotations that ordinary talents do not have. High-end talents refer to individuals with high comprehensive abilities, strong innovation abilities, and accumulated experience in a certain field. They have strong professional, management, and leadership abilities, and can make significant contributions to the development of the enterprise. High-end talents are the core force for enterprise development, and introducing them is of great significance for urban construction and enterprise development.

### ***2.2 Introducing high-end talents Concept***

The introduction of high-end talents refers to the use of special policies, financial support and other incentive measures to attract domestic and foreign high-end talents to work in a specific region, field or enterprise, in order to improve the local economic and social development level. The introduction of high-end talents is a process of enhancing the resources of high-end talents by adding their capital attributes. It will contribute to the leapfrog development of the economy by promoting reasonably and continuously the introduction of high-end talents in cities. In the long-term introduction process, it can provide rapid efficiency enhancement for the local economy and creativity. The government can promote the development of local high-tech and innovative products and achieve economies of scale through the introduction of high-end talents.

### ***2.3 Incentive Theory***

Motivation theory, in general, we think belongs to a standard psychological theory, that is, the theory of how to mobilize people's enthusiasm. The theory holds that work efficiency and labor efficiency are directly related to the employee's work attitude, and the work attitude depends on the degree of satisfaction of needs and incentive factors. According to the survey and research results, many people say that cities pay more attention to salary for incentives, which is related to the level of urban development, and the most important thing is the difference in city positioning. Some cities are positioned in the manufacturing industry, and some cities are positioned in the entrepreneurship sector, so the demand for high-end talents in the city will make a great difference, including scientific research positions, cutting-edge technology positions, senior technicians and other positions, so the salary will be different due to the different positioning of the city. Therefore, according to the positive theory, relevant policies can be introduced to help high-end talents further enhance the incentive mechanism, which will further attract the introduction of high-end talents at home and abroad.

## **3. Analysis of Zhengzhou's domestic and foreign high-end talent attraction policies**

### ***3.1 Support for high-level and high-end talents***

In the Implementation Rules for the Classification and Identification of High-level and High-end Talents in Zhengzhou City, national top high-end talents (Class A), national leading high-end talent team (Class B), local science and technology leading high-end talent echelon (Class C) and central and local outstanding contribution high-end talent project (Class D) are included in the newly developed and introduced and newly promoted training of enterprises and institutions in Zhengzhou. They were awarded 5 million yuan, 2 million yuan, 500,000 yuan and 200,000 yuan respectively. After the introduction of the industry standard "Implementation Rules for Zhengzhou Innovation and Entrepreneurship Team Project Funding", support the introduction of A and B types of high-end talents and the formation of incubator teams and the implementation of the transformation of relevant results, and determine by the expert group that the provincial and municipal, district, county, state (city) state two levels of finance department will give the incubator a maximum amount of more than 20 million yuan project funding support. It has a key basic supporting and promoting role in the sustainable development of high-tech industry, and adopts the management mode of "one case, one discussion, special affairs and special handling", giving the maximum fund of 100 million yuan for comprehensive management of the project. It has a key basic supporting and promoting role in the sustainable development of high-tech industry, and adopts the management mode of "one case, one discussion,

special affairs and special handling", giving the maximum fund of 100 million yuan for comprehensive management of the project. For the entrepreneurial leading team of the high-tech zone, the two or more levels of financial management of the municipal and district and county people's governments (municipal) management committees will fully grant the team a maximum investment of 5 million yuan for entrepreneurial projects, and give certain priority support to enterprise projects that successfully obtain joint investment subsidies from private equity investment institutions. For the independent innovation leading team, the provincial and municipal, district, county, state (city) state two levels of financial joint to give the government a maximum of 3 million yuan per person per year project support funding. Flexible introduction brings together high-level overseas entrepreneurial high-end talent resources, and for the high-level foreign expert enterprises and R & D team projects effectively introduced by a single economic entity for the first time in the form of a single project and has achieved significant economic benefits, a single talent project will give the project introduction relying on the unit government up to 600,000 yuan each funding.

### ***3.2 Support for industry backbone high-end talents***

Zhengzhou City issued the Implementation Rules for the Identification of Urgently Needed and Scarce High-end Talents in Key Industries of Zhengzhou City. In key enterprises in the field of advantageous industries, emerging industries and modern service industries of Zhengzhou City, the urgently needed and scarce high-end talents with higher technical level and engaged in the core business of enterprises are identified based on the ability and quality, shortage index, salary level and other indicators by points evaluation. The government will reward high-end talents with 50000 to 100000 yuan within 2 years.

### ***3.3 Support for young high-end talents***

Zhengzhou City issued the Special Implementation Rules for Supporting Young High-end Talents in Zhengzhou City. For domestic graduation within 3 years and overseas study outstanding high-end talents within 6 years of graduation, to work in Zhengzhou full-time doctoral students, master's students under the age of 35, undergraduate graduates and technical college preparatory technicians (technicians), according to the standard of 1500 yuan per person per month, 1000 yuan, 500 yuan, the living allowance is issued for a maximum of 36 months. College graduates who start their own businesses can apply for a guaranteed loan of up to 400,000 yuan. Partnership or organization of entrepreneurship, can obtain up to 2 million yuan of business guarantee loans. In addition, the annual living allowance of 100,000 yuan for each post-doctoral student, and the living allowance of outstanding foreign doctors in the station will be increased to 150,000 yuan, and the funding period will be 2 years. The post-doctoral students who are introduced or sent to Zhengzhou enterprises to work in enterprises will be granted a settlement subsidy of 200,000 yuan. For outstanding foreign postdocs, the settlement subsidy will be increased to 300,000 yuan. Each year, we select and subsidize a group of young high-end talents to go abroad for medium and long-term training and further study, and grant 30,000 to 100,000 yuan to high-end talents according to the training time and level.

### ***3.4 Support for famous teachers and doctors***

Zhengzhou City issued the Special Implementation Rules for the Support of Famous Teachers and Famous Doctors in Zhengzhou. Establish a hierarchical training system for famous teachers and doctors, and select about 100 young and middle-aged professional and technical high-end talents with strong growth potential and leading the development of professional disciplines for key training in three years, and give each training cycle a maximum of 200,000 yuan training funds to support high-end talents to grow into provincial and national experts. It selects about 100 high-end talent training projects in three years, and Zhengzhou city carries out innovation capability enhancement actions through advanced research, elite lectures, industry salons, academic exchanges, and other forms, cultivating about 2000 business backbone high-end talents. It provides project funding ranging from 50000 to 300000 yuan for cultivation projects in the conventional, key, and demonstration categories.

### ***3.5 Strengthening housing security for high-end talents***

Zhengzhou City issued the "Zhengzhou High-end Talents Housing security Service Matters Handling Guide", for A and B high-level high-end talents, give up to 3 million yuan, 1.5 million yuan subsidies for the first house purchase or provide no more than 200 square meters, 150 square meters of

rent-free housing. For high-level and high-end talents in the C and D categories, the first house purchase subsidy of up to 1 million yuan and 500,000 yuan will be given. We will provide first-time housing subsidies of 100,000 yuan, 50,000 yuan, and 20,000 yuan respectively to doctoral, master's, and "Double First Class" construction university graduates who meet the conditions. We will make comprehensive use of public rental housing, policy-based rental housing, co-ownership housing, and high-end talent apartments to provide housing security for all types of high-end talent.

### ***3.6 In terms of enhancing public service delivery***

Zhengzhou City issued the "Zhengzhou High-level High-end Talent service guarantee Measures Implementation Rules". First, medical care, for high-end talents and immediate family members to open up the designated medical institutions to seek medical treatment green channel, Class A and B high-end talents to enjoy the corresponding medical care services, open international medical insurance settlement business in hospitals with conditions. The second is the education of children, who are enrolled in pre-school or compulsory education schools, the administrative department of education in the district, county (city) where the place of residence or residence is located, in accordance with the principle of relative proximity to the exam exemption, to provide degree protection. The children of Class A and B high-end talents will be prioritized according to the wishes of high-end talents, and the children of Class C and D high-end talents will be taken care of according to the wishes of high-end talents. The children of high-end talents applying for high school will be given appropriate care by classification. Third, facilitate entry and exit, and improve entry-exit facilitation measures such as visa and residence for high-end foreign talents. We have established a high-level high-end talent service specialist system to provide assistance services for high-end talents to report and enjoy life benefits.

## **4. Analysis of Insufficient Attraction of High-end Talents in Zhengzhou City**

### ***4.1 Insufficient construction of urban atmosphere and brand image***

Urban atmosphere is actually a measure of a city's acceptance of outsiders, for a city, the better its atmosphere, the more attractive to high-end people. Looking at domestic cities, cities such as Shanghai and Guangzhou, which were the first to open their doors to attract talents from all over the world to develop and do business, tend to have greater urban acceptance and inclusiveness. Such a city can make people from all over the country or even countries to live and live more comfortable and have a sense of belonging. At present, Zhengzhou gives the general impression to the public that it is a big agricultural country and a transportation hub, but it has not created its own special urban atmosphere and brand image, which is also a common problem in many northern cities.

### ***4.2 Unbalanced attraction degree of high-end talents at home and abroad***

In 2022, Zhengzhou City will accelerate the construction of a national talent highland. 10 New policies for young talents have been implemented, 150,000 talent apartments have been put into use, 214,000 young talents have been gathered, and 576,800 new skilled talents and 201,300 highly skilled talents have been added in Zhengzhou City. According to the current policy on the introduction of high-end talents, the number of talents attracted can basically meet the needs of urban construction and development. However, the current problem is that the degree of attracting high-end talents at home and abroad is not balanced, and the employment of high-end talents in Zhengzhou is mainly concentrated in real estate, Internet, machinery manufacturing, teachers and career editor positions. Many enterprises are difficult to recruit high-end talents at home and abroad, resulting in new industries are difficult to land in Zhengzhou, choose to go to other cities for development. It is difficult for existing enterprises to develop sustainably, and it is difficult to form competitiveness with similar industries in other cities in terms of innovation and scientific research. In addition, there are many problems between the structure of the high-end talent team at home and abroad and the current social and economic development, such as the imbalance between the industrial distribution and professional structure of high-end talents, the unreasonable age structure, the large gap between the distribution of high-end talents in different age [2].

### ***4.3 Imperfect guarantee mechanism for domestic and foreign high-end talents***

The domestic and international mechanisms for guaranteeing high-end talent are not yet fully

developed in Zhengzhou City, with many enterprises, particularly small and medium-sized private ones, failing to adequately prioritize the establishment of employee incentive and protection systems. This often results in discrepancies between promises made by companies and their actual fulfillment, leading to a significant exodus of high-end talent due to issues such as inadequate salary and post-employment benefits. Consequently, this tarnishes the reputation of these companies among high-end professionals and hampers Zhengzhou's ability to attract such talents. Some high-end professionals possess a clear understanding of their career plans and place great emphasis on their professional needs and assurances. The inadequacy of incentive and protection mechanisms can hinder the full satisfaction of these needs, ultimately resulting in the departure of high-end talent. Furthermore, this inadequacy makes it exceedingly challenging for relevant enterprises to recruit high-end professionals.

#### ***4.4 Lagging ways to attract domestic and foreign high-end talents***

Talent is the primary resource and innovation is the key driving force. In order to provide various provinces and cities with the first opportunity to attract high-end talents, it is essential to have the support of relevant policies. However, currently, Zhengzhou's talent attraction efforts do not rank highest in terms of existing policies. From a provincial perspective, there is a lack of clarity and thorough implementation of policies. These evident policy shortcomings will result in insufficient attraction of high-end talents. The talent attraction approach lacks distinct ideas, follows generic city policies, lacks innovative measures, and does not possess urban characteristics or heritage. Ultimately, this reflects a deficiency in innovative thinking for policy formulation as well as a lack of motivation among policymakers.

### **5. Suggestions on improving policies for attracting high-end talents at home and abroad in Zhengzhou City**

#### ***5.1 Promote the development of modern style and new image to create a high-quality urban atmosphere***

Build a livable, innovative, smart, green, humanistic and resilient city to improve the quality of life in Zhengzhou. Following the development concepts of people-oriented, ecological foundation, natural flavor, simple and healthy, Zhengzhou will be built into a new type of city that integrates historical context and modern style, and is suitable for living, working and traveling. We constantly use new technologies and new business forms such as "Internet plus" and "Ecology+" to transform and realize the comprehensive value of the city, create high-quality life scenes, implant modern, fashionable and simple consumption patterns, promote the integration and development of multiple values such as cultural value, economic value, ecological value, aesthetic value and life value of Zhengzhou, and improve the quality of the city in a three-dimensional way. We meet the growing demand for high-quality living for talents at different levels. We showcase the charm of the city through the ever-changing soft power, enhance the talent attraction ecosystem of Zhengzhou, and make it not only a dream workplace for domestic and foreign elites to achieve their aspirations, but also a new paradise for various talents to share a better life[3].

#### ***5.2 Increase the intensity of relevant subsidies to reduce the imbalance in the number of high-end talents***

The most basic policy support for the introduction of high-end talents is reflected in the reward of high-end talents. The government should further carry out long-term planning and support, and allocate different levels of subsidies and support in different industries. Through the comparison of the different industry classification and the policies of various provinces and cities, priority is given to exploring the needs of high-end and sophisticated enterprises that Zhengzhou continues to solve, so as to avoid the phenomenon of development difficulties caused by the uneven degree of attraction, and ensure the needs of the government and enterprises. Policies should give priority to the introduction of new scientific and technological talents with scientific and technological achievements, patents, software Copyrights and other achievements at high prices. Such talent subsidies need to be subsidized according to the value and prospect of talent achievements at the same time, which can be scientific research funds, talent rewards, and performance rewards. At the same time, it also needs to be closely linked with the industrial positioning of the city, so as to better attract high-end talents and make it

more luminous. The government requires banks and other financial institutions to provide low interest loans after a detailed evaluation of talent research results, which to some extent helps the government alleviate financial pressure and also helps high-end groups have better channels to raise more funds for development.

### ***5.3 Supervise the implementation of the system to reduce the outflow of high-end talents***

For the high-end talents that have been introduced, the first thing is to establish their unique characteristics of the file, which is easy to manage and protect their relevant personnel rights. Supervise the performance of relevant enterprises and institutions according to the content of signed contracts to avoid the further expansion of the loss of high-end talents, through random inspection and supervision of the implementation and landing of relevant projects and plans. In addition, providing opportunities for high-end talents at home and abroad to study and further education, targeted training can provide great potential for urban economic development. The government and scientific research institutions can come forward to invite domestic leaders and well-known scholars in relevant fields to carry out targeted training, organize talents with special talents in relevant fields to participate in training, expand their horizons and enhance their skills, so as to further increase the stickiness with high-end talents and reduce the loss degree.

### ***5.4 Scientific setting of innovative policies to reduce policy lag***

In terms of policy, first of all, we need to provide business incubators and technology transfer platforms for high-end talents to encourage them to turn their innovation achievements into business opportunities and promote economic growth. Secondly, it is necessary to establish cooperative relations with international scientific and technological organizations and enterprises to jointly carry out scientific and technological innovation projects and attract high-end talents at home and abroad. Thirdly, set up a special fund to support the scientific research projects of high-end talents, provide financial support and scientific research facilities sharing, and help high-end talents at home and abroad to better carry out innovative research. Fourthly, in terms of taxation, high-end talents can be provided with tax incentives, such as personal income tax reduction or delay in payment, to increase their incentive to stay in the local area. Fifthly, for foreign high-end talents, simplify the visa procedure, provide long-term valid visas or permanent residency, in order to attract foreign high-end talents, at the same time, provide more convenience for domestic high-end talents to study and return home and work visa concessions. Finally, in terms of policies, we should scientifically set up policies with innovative talent strategies, and promote the introduction of high-end talents at home and abroad as a whole project, so as to achieve Zhengzhou's leading position in policies.

## **6. Conclusion**

Zhengzhou has adopted a series of active and effective policy measures in attracting high-end talents, such as providing housing subsidies and incentives. However, there are some problems and deficiencies, such as the lack of urban image and atmosphere construction, the imbalance of attraction to domestic and foreign high-end talents, the imperfect security mechanism and the lagging policy. In response to these problems, further measures should be taken: first, strengthen the construction of urban image and atmosphere, build livable, innovative, intelligent, green, humanistic and resilient cities, and attract more high-end talents' attention and choices. Secondly, increase the relevant subsidies for high-end talents, reduce the problem of unbalanced attraction efforts, and rationally allocate different levels of subsidies and support according to different industries and needs. Third, strengthen the supervision of policy implementation to ensure that policies take root and avoid the loss of high-end talents. Establish a file management system, strengthen the supervision of relevant enterprises and institutions, and ensure the effective implementation of policies. Finally, the scientific setting of innovative policies to reduce the problems caused by policy lag. We promote the transformation of high-end talent innovation achievements into business opportunities by establishing enterprise incubators and technology transfer platforms; We establish cooperative relationships with international scientific and technological organizations and enterprises to jointly carry out scientific and technological innovation projects; We provide tax incentives and visa convenience to attract more high-end domestic and foreign talents to settle in Zhengzhou.

Through the implementation and improvement of these measures, it is believed that Zhengzhou's ability to attract high-end talents at home and abroad will be further enhanced, providing more solid

talent support and guarantee for the economic and social development of Zhengzhou.

### References

[1] Dou Wei.(2023). *Study on Financial risk Control in overseas mergers and acquisitions -- taking Legend Holdings' acquisition of Luxembourg International Bank as an example. Small and Medium-sized Enterprise Management and Technology* (19),191-193. doi:CNKI:SUN:ZXQY.0.2023-19-065.

[2] Chen Pei.(2019). *The net inflow rate of middle and high-end talents in Zhengzhou ranks 10th in the country, and the average monthly salary exceeds 13,000 yuan.* [https://www.sohu.com/a/700126970\\_121687424](https://www.sohu.com/a/700126970_121687424)

[3] Wu Xuxiao.(2023). *Talent is not by "robbing" to improve the attractiveness of Zhengzhou talent suggestions.* <https://www.henan.gov.cn/2023/01-12/2672533.html>