

An Analysis of the Strategies for Regulating the Flow of Talents of College Graduates in the Internet Age—Taking Wenzhou Institute of Technology as an Example

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Abstract: *With the continuous development of Internet technology, the flow of college graduates in the Internet age has shown new characteristics. In order to deal with the new problems of the flow of college graduates in the new era, in the Internet age, colleges and universities should use scientific and reasonable methods to regulate the flow of college graduates. This paper mainly analyzes the adjustment and control strategies of college graduates' talent flow in the Internet age. Firstly, it introduces the main characteristics of college graduates' talent flow in the Internet age, then analyzes the main factors that affect college graduates' talent flow in the Internet age, and finally puts forward the main strategies to adjust and control college graduates' talent flow in the Internet age.*

Keywords: *the Internet age; College graduates; Talent flow; Regulatory strategy*

1. Introduction

With the continuous development of our country's social economy, the flow of social talent is taking on new features. In the Internet era, the flow of talents of college graduates presents new characteristics, mainly manifested as the expansion of the scale and scope of the flow of talents, the shortening of the flow of talents, and the diversification of the flow of talents [1]. Talent flow of college graduates refers to the work and service scope of college graduates in a certain period of time, that is, the number of employees in the work and service scope of college graduates in a certain period of time [2]. The regulation strategy of talent flow of college graduates is to regulate the talent flow of college graduates according to the problems existing in the employment process of college graduates, so as to ensure the smooth employment of college graduates and improve the satisfaction of college graduates in the employment process [3]. Wenzhou Institute of Technology has established a multi-level collaborative employment mechanism, constructed a new business model of "100 enterprises and 1000 positions" internship in Wenzhou, and achieved encouraging results. It has been awarded a special award of 200000 yuan for the 2021 graduates' internship in Wenzhou jointly by the Municipal Talent Office, Municipal Education Bureau, Municipal Finance Bureau, and Municipal Human Resources and Social Security Bureau, and has been recognized as "particularly outstanding" in the 2022 Wenzhou Talent Introduction Award (Contact Station for Talent Work in Universities) by the Wenzhou Human Resources and Social Security Bureau, Received a reward of 100000 yuan. Taking Wenzhou Institute of Technology as an example, this paper mainly analyzes the new characteristics of talent flow of college graduates in the Internet age, and puts forward the main strategies for regulating talent flow of college graduates in the Internet age.

2. Main characteristics of talent flow of college graduates in the Internet era

In the Internet era, the rapid development of Internet technology makes the Internet platform become an important carrier of talent flow. College graduates, as an important resource in the social development, can realize talent flow through the Internet platform. For example, Wenzhou Institute of Technology will add four undergraduate majors of Internet of Things Engineering, robotics engineering, data science and Big Data Technology and finance in 2021, and three undergraduate majors of built environment and energy application engineering, artificial intelligence and cross-border e-commerce in 2022. There were 2,783 graduates of Wenzhou Institute of Technology in 2022, a significant increase

over last year. As of November 22, 2021, the employment rate of graduates is 92.31%, 817 people are employed, and the temperature retention rate is 31.04%, and the temperature retention rate of undergraduates has ranked first in Wenzhou universities for three consecutive years.

In the Internet age, the flow of college graduates has taken on new characteristics, which are very different from the traditional flow of college graduates. First of all, in the traditional process of talent flow of college graduates, people mainly flow talents through their own wishes and external factors. In the Internet age, the flow of college graduates is a new type of talent flow based on the Internet. This new type of talent flow has changed people's previous ideas and views to a great extent, and people pay more attention to the improvement of their own ability and value. Secondly, in the process of traditional college graduates' talent flow, the cities people choose are basically fixed, but in the Internet age, people choose cities in a diversified way. Finally, in the process of talent mobility for traditional college graduates, people generally choose traditional industries or positions. Through the analysis of these data, it is found that the flow of college graduates in the Internet age shows the following main characteristics:

(1) High degree of informatization: The development and popularization of Internet technology makes information transmission faster and more convenient, and college graduates can obtain more career information and opportunities through the Internet platform.

(2) Strong cross-regional mobility: Although the temperature retention rate of graduates from Wenzhou Institute of Technology ranks first among universities in Wenzhou, its temperature retention rate is 31.04%, and most students still choose other regions for development. This shows that the Internet has broken geographical restrictions, allowing people to work remotely, interview remotely, and make it easier for college graduates to cross geographical restrictions to develop in other cities or countries.

(3) High degree of accurate matching: Internet companies and recruitment platforms can achieve more accurate talent matching through big data and artificial intelligence technology, so that college graduates can more easily find positions that meet their own majors and interests.

(4) Strong entrepreneurial willingness: In the Internet age, entrepreneurship has become the choice of more and more college graduates. The development of Internet technology and the strong atmosphere of Internet entrepreneurship have promoted the entrepreneurial willingness of college graduates.

(5) Diversified career concepts: In the Internet age, college graduates have more diversified career concepts. They are willing to try jobs and professions in different fields, and pay more attention to self-realization and personal value improvement.

3. Main factors affecting the talent flow of college graduates

3.1 Employment Opportunities

The employment opportunity is one of the most important factors affecting the flow of college graduates. The employment opportunities, salary and career development prospects in different cities and regions will have an important impact on the employment willingness of college graduates.

3.2 Talent Policy

The differences in talent policies across regions can also affect the talent flow of college graduates. For example, some cities and regions have introduced preferential policies to attract high-end talents, which will also have an impact on the choices of college graduates.

3.3 Living Environment

College graduates also consider the comfort and convenience of their living environment. For example, the climate, transportation, medical care, education and other conditions in some cities or regions will affect the choice of college graduates.

3.4 Personal interests and majors

The personal interests and professional background of college graduates can also have an impact on talent flow. Some graduates may be more inclined to choose positions related to their majors, while others may pay more attention to their interests and hobbies.

3.5 National culture and religious belief

Some college graduates may choose to go to the corresponding area for development considering their national culture and religious beliefs. For example, some graduates from ethnic minorities such as Hui and Uyghur may prefer to go to western regions.

4. Main strategies for regulating the flow of college graduates in the Internet age

4.1 Universities should adopt effective regulatory strategies based on influencing factors

In view of the regulation strategy of the talent flow of college graduates in the Internet age, Wenzhou Institute of Technology can take the following measures: First, colleges and universities should take effective regulation strategies according to the factors that affect the talent flow of college graduates in the Internet age, and formulate regulation strategies that meet the actual situation of colleges and universities according to different factors. Schools can actively cooperate with local enterprises and governments to jointly carry out a series of talent cultivation and introduction plans. Through deep cooperation with enterprises and governments, it is possible to better understand the local industrial development and employment needs, providing graduates with more job opportunities and career development space. Alternatively, based on the employment status of university students mentioned in the influencing factors, the flow of talent can be analyzed through various methods, such as statistics on the employment situation of graduates in various majors, employment rates of graduates in various majors, trends in employment rates in various majors, and the number of employment positions and proportion of demand in each major, providing a reference basis for schools to formulate talent flow policies.

Secondly, schools can carry out activities such as career planning guidance and professional literacy training to help graduates better understand their career interests and abilities, and develop more scientific and reasonable career planning. This helps graduates grasp their career direction more accurately and avoid blindly following the trend and making mistakes in choice. Schools can also cooperate with enterprises to carry out innovative projects to provide graduates with more practical opportunities and vocational skills training. Through the school-enterprise cooperation innovation project, graduates can better understand the operation mode and business field of enterprises, and enhance their career competitiveness.

Finally, the school can promote the excellent performance and employment situation of its graduates through various channels, attracting more employers to come and recruit. At the same time, schools can also strengthen communication and cooperation with other universities and well-known enterprises, expanding the career development space of graduates. Colleges and universities should establish a graduate employment information network platform according to the factors that affect the flow of college graduates in the Internet age. Establishing a graduate employment information network platform is an effective means of regulating the talent flow of college graduates. In the Internet age, we can establish a graduate employment information network platform through the Internet information platform, provide employment guidance for college graduates, and provide more employment information and career development opportunities for graduates. Through the graduate employment information platform, graduates can quickly understand recruitment information and career development trends, improve career matching and employment success rate.

4.2 Establish a warning mechanism for graduate talent mobility and implement dynamic management

If universities want to solve the problem of the flow of graduates, they must establish the early warning mechanism of the flow of graduates. The establishment of early warning mechanism of graduate talent flow is to track and analyze the situation of graduate talent flow in each stage of graduate talent flow, grasp the information of graduate talent flow in time, and provide basis for

colleges and universities to formulate corresponding policies. The establishment of an early warning mechanism for the flow of graduates is to dynamically manage the flow of talents of college graduates. In the Internet era, colleges and universities should establish an information sharing mechanism with enterprises, governments and other departments to share the relevant information of college graduates and formulate corresponding policies according to the information. Thus, the blindness and arbitrariness in the formulation of relevant policies can be reduced and the pertinence and effectiveness of policies can be improved. In the implementation of these policies, attention should be paid to finding and solving problems in time, so as to reduce the waste of talent resources for college graduates.

4.3 Strengthening organizational construction in the talent flow of college graduates

With the arrival of the Internet age, the development of Internet technology is getting faster and faster, which also brings new challenges to the organization construction in the flow of college graduates. To address this challenge, universities need to strengthen the construction of talent mobility organizations and effectively manage them. Firstly, it is necessary to strengthen the improvement of the organizational management system for talent mobility, continuously improve and innovate the talent mobility management system for college graduates, and fully leverage the role of organizational construction in talent mobility for college graduates. Secondly, it is necessary to strengthen the supervision and inspection of the organization of talent flow for college graduates, to ensure that organizational construction can fully play a role in the talent flow of college graduates. In short, in the Internet age, if we want to achieve effective regulation of the flow of college graduates, we must constantly improve the awareness of college graduates on the regulation strategies of the flow of college graduates.

5. Conclusion

To sum up, the flow of college graduates in the Internet era presents new characteristics. Colleges and universities should make full use of Internet technology to regulate the flow of student talents, use Internet technology to understand the flow of student talents, give full play to the role of Internet technology in the flow of student talents, and help students realize their own value. In addition, if colleges and universities want to control the flow of talents to students, they need to continuously improve the comprehensive quality of teachers and create a good teaching atmosphere for students. Colleges and universities should constantly improve the corresponding system construction and create a good learning environment for students. Colleges and universities can also use Internet technology to optimize the construction of campus environment, optimize the construction of campus cultural atmosphere, and constantly improve the construction of campus infrastructure. Only in this way can we improve the regulation effect of the flow of talents to college students and cultivate more high-quality talents for the society.

Acknowledgements

A Project Supported by Scientific Research Fund of Zhejiang Provincial Education Departmenten (Y202148016).

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