

Flexible Employment of University Students under the Innovation and Entrepreneurship Education System

Shu Wu^{1,a,*}, Zhouqi Jiao^{1,b}, Xiyang Li^{2,c}, Chao Hu^{1,d}

¹Sino-German College, University of Shanghai for Science and Technology, Shanghai, China

²Business School, University of Shanghai for Science and Technology, Shanghai, China

^aiamwushu@usst.edu.cn, ^bjiao20020614@163.com, ^c1160976782@qq.com, ^d772120706@qq.com

*Corresponding author

Abstract: This paper delves into the current status, challenges, and opportunities of flexible employment among university students under the innovation and entrepreneurship education system. The study first uses qualitative and quantitative research methods to analyze the current state of flexible employment among university students. Through comparative research, it highlights the significant influence of the innovation and entrepreneurship education system on student employment choices. Under the encouragement of this education system, students have a wider range of job choices and more room for personal development, providing strong support for flexible employment. However, at the same time, issues such as fierce market competition, rapid changes in industry development, and entrepreneurial risks pose numerous challenges to students. We find that innovation and entrepreneurship education can enhance students' innovative thinking and entrepreneurial capabilities, helping them adapt and seize the rapidly changing job market better. Additionally, this paper further explores how universities and the government can promote the in-depth development of innovation and entrepreneurship education through optimizing educational policies, thus aiding students in achieving flexible employment. The research findings of this paper are not only valuable for understanding and improving the employment situation of university students in our country, but also provide useful insights for promoting the innovation and development of our higher education system.

Keywords: Flexible Employment, Innovation, Entrepreneurship Education System, University Students

1. Introduction

With the deepening of economic globalization and the advent of the knowledge economy era, the modern society's demand for talents is becoming increasingly diversified and personalized. In addition, the rapid development of emerging technologies and the continuous changes in industries are gradually transforming traditional employment forms, with flexible employment emerging as a new employment trend.

University students, as representatives of the new social force, their employment choices and career development directions will directly affect the development of society and economic prosperity. In this context, research on flexible employment of university students becomes particularly important. Flexible employment not only helps students make more ideal employment choices based on their interests, strengths, and market demands, but it also offers more space for career development and personal growth opportunities.

Simultaneously, the university's innovation and entrepreneurship education system, as an integral part of higher education, plays a crucial role in cultivating students' spirit of innovation and entrepreneurial abilities. Innovation and entrepreneurship education can enhance students' innovative thinking and entrepreneurial skills, enabling them to better cope with and seize opportunities in the face of rapid changes and uncertainty in the job market.^[1]

Therefore, starting from the education system of university students' innovation and entrepreneurship, a thorough analysis of the feasibility and necessity of flexible employment for university students is of great theoretical and practical significance for understanding and optimizing our country's higher education system and promoting the career development of university students and the continuous prosperity of the socioeconomic sector.

The role of the innovation and entrepreneurship education system in fostering flexible employment of university students is first manifested in enhancing their innovative spirit and entrepreneurial abilities. This education system encourages students to think independently, cultivates their innovative thinking, and through simulation practices and project-oriented teaching methods, helps students master the skills and knowledge required for entrepreneurship, such as market analysis, business model design, team building, etc. Such capabilities and knowledge allow university students to be more flexible when choosing employment or entrepreneurship, better adapt to, and seize opportunities in the job market.

However, although the innovation and entrepreneurship education system provides the possibility for flexible employment of university students, in the actual employment process, students still face many challenges. For example, the complexity of the entrepreneurial environment, the high degree of entrepreneurial risk, and the lack of experience among university students can all affect their entrepreneurial decisions and career development. Therefore, how to effectively solve these problems, help university students overcome entrepreneurial difficulties, and increase their employment success rate becomes an important issue that the innovation and entrepreneurship education system needs to address.

To meet these challenges, universities and the government need to optimize and adjust from the policy level to further promote the development of the innovation and entrepreneurship education system. First, universities need to strengthen cooperation with industries, by establishing internship bases, implementing corporate mentor systems, etc., to provide students with opportunities to practice entrepreneurship and enhance their employability. Secondly, the government should provide entrepreneurial financial support, optimize the entrepreneurial environment, etc., to reduce the risk and difficulty of university students' entrepreneurship.^[2]

In summary, the innovation and entrepreneurship education system has a significant impact on the feasibility and necessity of flexible employment for university students. By optimizing educational policies and enhancing the practicality of innovation and entrepreneurship education, we can cultivate more university students with an innovative spirit and entrepreneurial capabilities, thus promoting the socioeconomic development of our country.

The main focus of this paper is to explore how the innovation and entrepreneurship education system affects the flexible employment of university students and how to further enhance this effect through policy optimization.

2. The Relationship Between the Entrepreneurial Education System and Flexible Employment Among University Students

The relationship between the entrepreneurial education system and flexible employment among university students shows a strong correlation at both theoretical and practical levels. This connection manifests itself in how entrepreneurship education cultivates innovative thinking and entrepreneurial abilities in students, and how this training affects their employment choices.

From a theoretical perspective, the primary aim of an entrepreneurial education system is to enhance competitiveness and adaptability among students by fostering their innovative thinking and entrepreneurial capabilities. Innovative thinking refers to the ability to break away from conventional frameworks in understanding and solving problems, and find new solutions. Entrepreneurial ability, on the other hand, refers to the capacity to identify business opportunities, organize resources, assume risks, and create new enterprises.

Under the entrepreneurial education system, university students are encouraged to think creatively, actively seeking and trying new solutions. This mindset not only enhances their capacity to solve complex problems but also helps them identify and seize opportunities in the job market. Simultaneously, the entrepreneurial education system offers a series of practical opportunities, such as entrepreneurial competitions and entrepreneurial training, enabling students to enhance their entrepreneurial skills through practice.

The impact of the entrepreneurial education system on university students also reflects in their employment choices. Traditional employment concepts suggest that university graduates should opt for stable jobs, but the entrepreneurial education system disrupts this notion. It encourages students to choose their employment paths, including entrepreneurship, based on their interests and abilities. This shift in employment mindset makes job selection more flexible for university graduates, providing

them with more job opportunities.

From a practical perspective, the impact of the entrepreneurial education system on university students is evident in the following ways. Firstly, it offers a series of courses and practical opportunities to help students master innovative thinking and entrepreneurial skills. For example, basic entrepreneurship courses familiarize students with the fundamental ideas and methods of entrepreneurship, while practical opportunities, such as entrepreneurial training and competitions, enhance their innovative thinking and entrepreneurial skills. These courses and opportunities not only enhance students' abilities but also enable them to better understand and grasp the process and rules of entrepreneurship.

Secondly, the entrepreneurial education system provides employment guidance and services to assist students in making employment decisions. These services include job information provision, career counseling, and job seminars. Through these services, students can better understand the job market situation, define their employment goals, and devise suitable employment strategies.

On the other hand, the entrepreneurial education system further supports flexible employment by enhancing students' interpersonal communication skills and team spirit. In the process of entrepreneurship, teamwork and effective communication are vital. Students can enhance their capabilities in these areas through practical activities like team projects and entrepreneurship simulations under the entrepreneurial education system. Strengthened interpersonal communication and teamwork make them more adaptable to various challenges in the workplace, giving them a competitive edge.

At the same time, the entrepreneurial education system plays a key role in cultivating leadership and decision-making skills among students. In this system, students encounter numerous opportunities that require self-decision and leadership, such as leading entrepreneurship projects and role-playing in teamwork. These opportunities require them to make wise decisions and provide effective leadership. Through such practice, they can develop strong decision-making and leadership skills, both of which are essential qualities for their future flexible employment path.

Undoubtedly, the entrepreneurial education system has a direct impact on students' employment choices and career development. In this system, students are encouraged to pursue careers they truly love and try to achieve their career goals through innovation and entrepreneurship. This encourages them to value personal interests and job satisfaction over job stability and high income in their post-graduate employment choices. Such an approach to employment is undoubtedly more flexible and better aligned with current societal demand for talent.

However, this does not imply that the entrepreneurial education system is without flaws. In fact, there might be issues like uneven resource distribution, too much theorization of teaching methods, and inadequate practical opportunities for students during its implementation. Thus, we need to continually scrutinize and improve the entrepreneurial education system to better serve flexible employment among university students.

Lastly, we must acknowledge the significant role that the entrepreneurial education system plays in promoting flexible employment among university students. However, we also need to understand that this is not the only solution to the problem. We need to explore broader factors, including policy environment, market conditions, and societal culture, that can support flexible employment among university students. Only in this way can we better address the employment issues faced by university students and provide more possibilities for their future development.

3. Challenges and Strategies for Flexible Employment of University Students

Under the innovation and entrepreneurship education system, flexible employment for college students does bring many possibilities, but the process is also accompanied by some major challenges. These challenges include but are not limited to a series of uncertainties such as market competition, equity risks, shortage of funds, lack of skills, and policy environment. This paper will study the challenges faced and propose corresponding solutions and suggestions.

First of all, market competition is undoubtedly a major challenge to the flexible employment of college students. In today's ever-changing market environment, whether it is entrepreneurship or employment, you need to face fierce competition. For college students just out of school, how not to be eliminated by the market and make them stand out among many competitors in the future is a problem

that needs serious consideration. In the market competition, on the one hand, college students need to be fully prepared in terms of skills and knowledge, and use knowledge to make up for the lack of experience in order to gain an advantage in the competition. On the other hand, they also need to build a good social network in the industry to get more information resources and opportunities.

Secondly, flexible employment inevitably has the risk of workers' rights and interests. In flexible employment, the rights and interests of workers in the employment relationship cannot be guaranteed, such as the imperfect insurance and the lag of laws, which will affect the protection of workers' rights and interests.^[3] When college students enter the workplace for the first time, they cannot solve the dispute about their rights and interests, and there is no corresponding law to protect them. If the rights and interests of workers are not well protected, it will leave a long-term impact on college students who just enter the workplace. In the face of this, the government should issue corresponding and perfect laws and policies, and schools can also set up special lectures or guidance courses for college students how to protect their rights and interests in flexible employment.

Thirdly, the shortage of funds is also a major challenge to the flexible employment of college students. Whether it is to start a business or choose a freelance job, you need a certain amount of funds as starting capital or security. And most college students don't have enough savings or income when they graduate to meet their entrepreneurial or freelance options, leaving them cash-strapped for flexible employment. To solve this problem, on the one hand, universities and governments can provide start-up funds or scholarships to support college students' entrepreneurial activities. On the other hand, college students can also raise money through part-time jobs or online crowdfunding.^[4]

In addition, the lack of skills and the uncertainty of the policy environment are also challenges that college students need to face in the process of flexible employment. Since they are fresh graduates, their skills must be slightly inferior to those of employees who have been working for a period of time. For the lack of skills, universities can offer practical courses, such as financial management and marketing, to help college students improve their vocational skills. By the end of 2021, the number of flexible employment in China has exceeded 200 million, and more than 61 percent of enterprises have adopted flexible employment. At the same time, 16.25% of college graduates from the class of 2021 chose flexible employment methods.^[5] Even though a certain number of college graduates have chosen flexible employment, the policy environment of flexible employment is still loose. For the uncertainty of the policy environment, college students need to pay attention to policy changes in time, understand the impact of policies on them, and make corresponding adjustments.^[6]

In general, college students face a variety of challenges in the process of flexible employment, which requires them to have good adaptability and strong problem-solving ability. At the same time, universities and the government should also provide more support to help students better cope with these challenges and achieve successful flexible employment.

4. Policy recommendations

For the promotion of flexible employment, some policy suggestions are put forward here, aiming at optimizing education policies and improving the effectiveness of innovation and entrepreneurship education, so as to further promote the flexible employment of college students.

First of all, the government and universities should strengthen the investment in innovation and entrepreneurship education, enrich the content of innovation and entrepreneurship education, so that it covers the theoretical knowledge of entrepreneurship, entrepreneurial practical skills, risk assessment and management and other aspects. Only students who fully understand the whole process of entrepreneurship can have more confidence and ability to deal with various challenges in the process of entrepreneurship. Secondly, the government and universities should establish and improve the evaluation and feedback mechanism of innovation and entrepreneurship education. Through regular evaluation, we can understand the actual effect of innovation and entrepreneurship education, understand the problems and difficulties encountered by college students in the process of entrepreneurship, so as to timely adjust educational strategies and provide targeted help. In addition, the government and universities should actively provide entrepreneurship support and services, such as providing entrepreneurship guidance, entrepreneurship training, entrepreneurship funds and so on. These entrepreneurial support and services can help college students solve practical problems in the process of entrepreneurship, reduce entrepreneurial risks, and improve the success rate of entrepreneurship. Moreover, the government should formulate and implement policies conducive to entrepreneurship, such as providing tax incentives, reducing start-up costs, and providing start-up

security. These policies can reduce the cost and difficulty of starting a business, thus encouraging more college students to choose entrepreneurship. Finally, colleges and universities should strengthen cooperation with enterprises and industries to provide internship and employment opportunities for college students, so that they can apply the knowledge and skills they have learned in a real working environment and improve their employment competitiveness. At the same time, feedback from enterprises and industries can also provide valuable references for innovation and entrepreneurship education in colleges and universities, and help colleges and universities optimize education content and improve education quality.

Nowadays, with the change of social environment and people's concept, the demand for flexible employment is getting higher and higher. If the current social security system is not adjusted and improved accordingly, it will be difficult to maintain the relationship between new graduates and flexible employment. Therefore, local governments should timely introduce corresponding measures to ensure that flexible employment personnel enjoy the same social welfare as the basic, improve the registration and management system of flexible employment personnel, actively implement the social insurance subsidy policy of flexible employment, reduce the pressure of flexible employment personnel to participate in insurance, and create opportunities for them to choose flexible employment.^[7]

To sum up, by optimizing education policies, improving the effectiveness of innovation and entrepreneurship education, and improving necessary policies, the government and universities can better promote the flexible employment of college students, so as to achieve sustainable economic and social development. At the same time, college students also need to actively participate in innovation and entrepreneurship education and dare to deal with various challenges in the process of entrepreneurship in order to achieve personal career development and value realization.

Through the above analysis, we can see that the policy guidance methods of the government and universities play an important role in promoting the flexible employment of college students. At the same time, it also provides us with an effective policy guidance method to further promote the flexible employment of college students.

5. Conclusion

Based on the influence of the innovation and entrepreneurship education system on the flexible employment of college students, this paper deeply analyzes how the innovation and entrepreneurship education affects the employment choice of college students, as well as the challenges that college students may face in the process of flexible employment and their coping strategies and policy suggestions. According to the above analysis, innovation and entrepreneurship education plays an important role in improving college students' innovative thinking, entrepreneurial ability and ability to flexibly respond to changes in the job market. In addition, through the discussion of policy guidance methods, it is proposed that the government and universities can further promote the flexible employment of college students by optimizing education policies and providing substantial support for entrepreneurship.

In the future research, we should continue to pay attention to the relationship between innovation and entrepreneurship education and flexible employment of college students, and deepen the research on relevant policies. At the micro level, more cases can be deeply studied to understand the specific performance and needs of college students from different disciplines and different backgrounds in the process of flexible employment. At the macro level, we should further study how the policies of the government and universities interact with multiple factors such as economy, society, science and technology to jointly affect the flexible employment of college students. It is hoped that these studies can provide us with more inspirations, promote the development of innovation and entrepreneurship education, and better promote the flexible employment of college students, so as to serve the sustainable development of the whole society and economy and help the growth of the job market.

Acknowledgement

This research was funded by the Fund of University of Shanghai for Science and Technology (23SLCX-YB-013, SH2023254, XJ2023515); the Fund of University of Shanghai for Science and Technology, Research on the Natural Language Processing (NLP) and Artificial Intelligence Automatic Content Generation (AIGC) labor education practice base, Research on the factors influencing the flexible employment choice of female college students in the context of common wealth and counter

measures; China Foundation for Youth Entrepreneurship and Employment, Internet exposure of academic misconduct: How can the media create a clean and positive research environment.

References

- [1] Rui Lin. (2022). *Study on flexible employment of college graduates under the background of sharing economy*. *Journal of Taiyuan City Vocational and Technical College*, 2022(07), 110-112
- [2] Chaohui Guo. (2021). *Analysis of flexible employability of vocational graduates from the perspective of "mass innovation"*. *Employment and security*, 2021(21), 51-52
- [3] Zhangwei You, Yue Wang, Ziyuan He, Xiaojing Zhang, Xiaohui Li. (2021). *Analysis of flexible employment of contemporary college students*. *East China Paper*, 2021(08), 114
- [4] Tiantian Sun. (2022). *The dilemma and policy suggestion of flexible employment of contemporary youth*. *Qin Zhi*, 2022(06), 121-123
- [5] Xiaomin Yin. (2022). *Flexible employment of college students: problems and solutions*. *Chinese Journal of Social Sciences*, 2022(12), 1
- [6] Bingzi Zhang, Hengsen Zhang, Yanghua Ke. (2022). *We should pay equal attention to ensuring and empowering flexible workers and promote high-quality employment*. *Journal of Chongqing University of Technology (Social Sciences)*, 2022, 36(12), 9-18
- [7] Wenbing Gao. (2014). *Flexible employment: A new interpretation of college students' entrepreneurship under the new normal of the market*. *Higher Education in China*, 2014(12), 19