

# Research on Influencing Factors and Countermeasures of Female College Students' Flexible Employment Choices in the Context of Common Wealth

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**Abstract:** In the context of common wealth, the flexible employment choices of female university students are influenced by a variety of factors. This study aims to explore these influencing factors and propose corresponding countermeasures. The study adopts a mixed research method, including a literature review and a questionnaire survey. Firstly, the study found that social concepts and family background are important factors in female college students' flexible employment choices. Secondly, economic factors also have an impact on the employment choices of female university students. Finally, the study found that education and career guidance had a positive effect on the employment choices of female college students. Providing comprehensive career planning support and skills training can help female university students better understand the opportunities and challenges of flexible employment and provide the necessary resources and support. In summary, in order to promote flexible employment choices for female university students in the context of shared prosperity, there is a need to change societal attitudes, provide economic support and entrepreneurial opportunities, as well as strengthen education and career guidance. These countermeasures will help to promote the free choice of female university students in the field of employment and contribute to the overall development of society.

**Keywords:** Shared prosperity, flexible employment

## 1. Introduction

With the development and progress of society, the concept of common wealth has gradually received widespread attention and recognition. In the context of common wealth, realizing gender equality and women's independent choice has become one of the important goals of social development<sup>[1]</sup>. Female college students, as an important group among the young generation, their employment choices are of great significance to the realization of common wealth. However, female university students face many influencing factors and challenges in flexible employment. The purpose of this paper is to study the influencing factors and countermeasures of female college students' flexible employment choices in the context of common wealth. Firstly, social attitudes and family backgrounds have an important impact on the employment choices of female university students. Traditional gender role stereotypes and family expectations may limit the ability of female college students to pursue flexible employment options. Therefore, there is a need to change social perceptions through education and publicity campaigns to break down gender constraints and encourage women to embrace flexible employment.

Secondly, economic factors are also important in influencing the employment choices of female university students. Female university students may be more inclined to choose stable full-time jobs to ensure financial security. However, the concept of shared prosperity calls for more entrepreneurial support and flexible employment opportunities to provide female college students with more room for choice.

Finally, education and career guidance play an important role in the employment choices of female university students<sup>[2]</sup>. Providing comprehensive career planning support and skills training can help female college students better understand the opportunities and challenges of flexible employment and provide the necessary resources and support to enable them to make more informed employment choices.

By studying the factors influencing the flexible employment choices of female university students and the countermeasures against them in the context of shared prosperity, we can provide reference for policymakers, educational institutions and all sectors of society, promote the free development of female university students in the career field, and achieve the goals of gender equality and shared prosperity.

## 2. Review of literature

Common wealth, employment of female university students and flexible employment are important topics in today's social development, involving issues of social equity, gender equality and economic development. The following is a review of the relevant literature on these three sections to gain a comprehensive understanding of their theoretical foundations, current research status and future development directions<sup>[3]</sup>.

Common wealth is a socio-economic concept that emphasizes the achievement of a fair distribution of wealth so that prosperity and well-being can be enjoyed by people throughout society. The concept of common wealth was first proposed by Robert Wade in the 1970s, and its main idea is to eliminate the gap between the rich and the poor and to promote the overall prosperity of the society through the establishment of measures such as a fair tax system, a social security system, and equal opportunities in education. The relevant literature mainly focuses on the theoretical basis, policy formulation and implementation path of common wealth.

The employment of female university students refers to the career choices of female university graduates and the jobs they engage in after completing higher education. With the popularization of the concept of gender equality and the improvement of women's education level, the employment of female college students has attracted much attention. Relevant literature mainly focuses on the influencing factors of female college students' employment, career choice and employment opportunities<sup>[4]</sup>. It is found that factors such as social concept, family background, choice of profession and gender discrimination have an important impact on the employment choices of female college students. In addition, there is also literature focusing on the employment of women in science, technology, engineering and mathematics and exploring ways to encourage women to participate in these fields. Future research can further explore the trend of employment and career development of female university students, so as to promote gender equality and the progress of female employment.

Flexible employment is a form of employment that is different from the traditional full-time work pattern, and includes such forms as part-time work, freelancing, remote work and entrepreneurship. The rise of flexible employment is attributed to technological progress, changes in work patterns and people's pursuit of work-life balance. Relevant literature has mainly studied the significance, influencing factors and economic benefits of flexible employment. Studies have shown that flexible employment can increase job satisfaction, promote work efficiency, and provide employees with more job choices and life flexibility<sup>[5]</sup>. Some of the key influencing factors on flexible employment include technological development, organizational culture, policy environment and personal preference.

However, flexible employment also faces a number of challenges. Firstly, flexible employment may bring certain risks and uncertainties to individuals, such as unstable income, lack of social security and career development difficulties. In addition, flexible employment may increase the blurring of work-life boundaries, leading to difficulties in controlling working hours and conflicts between work and family responsibilities.

In future research, the links and interactions between common prosperity, employment of female students and flexible employment can be further explored<sup>[6]</sup>. As the realization of shared prosperity requires the full participation of all groups, including women, in economic activities, the employment of female university students and flexible employment are of great significance in achieving the goal of shared prosperity. Future research could focus on how to achieve common prosperity by promoting flexible employment options for female college students, and explore the impact of flexible employment on the economic independence and social participation of female college students.

In summary, common wealth, female college students' employment and flexible employment are important topics of current social concern. Relevant literature has studied the theoretical basis of common wealth, the influencing factors of female college students' employment and the significance and economic benefits of flexible employment<sup>[6]</sup>. Future research can further delve into the connections and interactions between these topics in order to promote fair social development, gender equality and economic prosperity.

### 3. Survey of flexible employment options for female university students

In order to gain a deeper understanding of the situation of female college students in terms of flexible employment options, this project conducted a random interview study with current senior female students. Based on the results of the survey on the flexible employment choices of female university students, the following is a detailed analysis of the survey results:

Firstly, according to the findings of the survey, most female university students find flexible employment an attractive option. They believe that flexible employment provides a better work-life balance and also gives individuals more autonomy and choice<sup>[7]</sup>. In addition, flexible employment is seen as a form of employment that adapts to an uncertain economic environment and technological advances.

Secondly, the findings suggest that important factors for female university students to consider flexibility in their employment choices are flexibility in working hours, flexibility in location and opportunities for career development. Female university students want to be able to better balance their work and personal lives, and are therefore more interested in jobs that allow them the freedom to organize their working hours and location. In addition, flexible employment was also seen as a way to provide opportunities for personal career development, as it allowed individuals to gain experience in different fields and projects.

Thirdly, the findings show that traditional gender role concepts have an impact on the willingness of female university students to choose flexible employment. Some female university students believed that traditional societal expectations and responsibilities for women would limit their possibilities for flexible employment. However, most interviewees believe that changes in gender role concepts and social progress have created more flexible employment opportunities for women.

In terms of family background, the survey results show that the families of many female university students have a supportive attitude towards women engaging in flexible employment<sup>[8]</sup>. Their families encourage female students to pursue their careers and recognize the importance of flexible employment for personal development. This supportive family background had a positive impact on female students' choice of flexible employment.

Economic factors were also seen to have an impact on the employment choices of female university students. Some interviewees indicated that income level, employment stability and financial independence were important factors that they considered in their flexible employment choices. On the one hand, flexible employment may bring unstable income and uncertainty of employment opportunities, which may be a consideration for some female university students. On the other hand, flexible employment is also seen as a way to achieve economic independence, especially for those who wish to take charge of their own economic destiny.

In terms of flexible employment opportunities, the survey results show that most female university students have some knowledge of flexible employment opportunities. They identified remote working, part-time work and freelancing as common forms of flexible employment, while entrepreneurship was seen as a more challenging and opportunistic option. In addition, some female undergraduates also mentioned the rise of online platforms and social media as providing more opportunities for flexible employment.

However, the survey results also revealed some challenges to flexible employment. Some female university students expressed concerns about the instability of income and the lack of social security, which made them wary of flexible employment. In addition, flexible employment may also lead to conflicts between work hours and family responsibilities, requiring better time management and coordination skills.

At the individual level, the survey results showed that many female university students had considered engaging in flexible employment and had clear motivations and plans to do so<sup>[9]</sup>. They hoped to gain more autonomy and freedom through flexible employment while pursuing personal career development. Some female university students indicated that they had started to actively seek and explore flexible employment opportunities, and hoped to receive more support and guidance.

Education and career guidance play an important role in the flexible employment choices of female university students. The survey results show that female students would like to receive relevant training and guidance on flexible employment in their education process, so as to help them better understand the opportunities and challenges of flexible employment and make informed choices for their career development. In addition, female university students expect more support and resources from schools

and social institutions, including internships, entrepreneurship support and career counselling.

Finally, female university students have put forward some expectations and suggestions for the Government and social organizations in supporting female university students to take up flexible employment. They hope that the Government can introduce relevant policies and regulations to protect the rights and benefits of flexible employment. In addition, social organizations can provide more training and skills upgrading opportunities to provide female students with entrepreneurial support and a platform for career development.

In summary, through the survey and analysis of female college students' flexible employment choices, we learned that female college students generally consider flexible employment an attractive choice, with important factors including flexibility in working hours, location and opportunities for career development<sup>[10]</sup>. The results of the survey show that the traditional concept of gender roles has a certain impact on the willingness of female college students to choose flexible employment, but with the progress of society and the change of the concept of gender equality, female college students are increasingly choosing flexible employment. The support and economic factors in the family background also influence female students' choice of flexible employment to a certain extent.

The findings also revealed some challenges to flexible employment, including income instability, lack of social security and conflict between work and family responsibilities. However, the majority of female undergraduates had some knowledge of flexible employment opportunities, particularly in the form of remote working, part-time work and freelancing. At the individual level, many female students have considered engaging in flexible employment and have clear motivations and plans to do so.

Survey results indicate that female college students hold a positive attitude towards flexible employment, taking various factors into consideration when making choices<sup>[11]</sup>. Recognizing these influential factors can provide governments, educational institutions, and society with insights to formulate pertinent policies and support, advancing the flexible employment opportunities for female students, and achieving mutual prosperity. Further research and attention to the current situation and needs of female college students in flexible employment can provide better development opportunities and support, promoting gender equality and societal progress. However, there are challenges for female students in flexible employment:

**Economic Stability and Social Security:** Flexible employment often equates to unstable income and a lack of social security. Female students may face financial pressures and uncertainties, especially in the initial stages. The absence of stable income and benefits might impact their quality of life and future planning.

**Work-Life Balance:** One of the primary objectives of flexible employment is to achieve a balance between work and life, yet this can be challenging. Female students might face time-management challenges, especially when juggling academics, family, and personal life. The freedom and flexibility of such employment can also lead to unpredictable working hours and difficulties distinguishing between work and personal life.

**Career Development and Promotion Opportunities:** Flexible employment might constrain female students' career progression and promotion opportunities. Some professions require full-time engagement or have specific working hours and location requirements, putting flexible workers at a competitive disadvantage. The lack of formal employment and long-term stability can impact female students' progression and opportunities.

**Social Recognition and Rights Protection:** There might be disparities in social recognition and protection of rights in different forms of flexible employment. Female students may face challenges regarding their professional choices and the overlooking of their working status and rights. The lack of legal and institutional safeguards could lead to unequal treatment in working conditions, compensation, and benefits.

#### **4. Strategies for Flexible Employment Opportunities for Female Students**

Female university students face many challenges and considerations when opting for flexible employment. To better assist them in attaining their flexible employment goals, here are some strategic recommendations:

**Offer Career Guidance and Training:** Educational institutions and career counseling departments can provide targeted training and guidance. This will help female university students understand the

opportunities and challenges of flexible employment and enhance their competitiveness in the job market.

**Create Flexible Employment Opportunities:** Governments and social institutions should create more flexible employment opportunities, including remote work, part-time jobs, and entrepreneurship. This will provide female university students with more choices to meet their needs for work-life balance and personal growth.

**Strengthen Entrepreneurial Support:** Provide entrepreneurial training, guidance, and resources for those who aspire to start their own businesses<sup>[12]</sup>. This includes incubators, and entrepreneurial competitions.

**Offer a Flexible Work Environment and Benefit Policies:** Employers should provide flexible work hours and locations, catering to the balance between work and personal life. Additionally, flexible employees should have access to benefits such as flexible work arrangements, health insurance, and professional training opportunities.

**Boost Collaboration and Partnership Opportunities:** Forge partnerships with businesses, social organizations, and governmental departments, providing more collaboration opportunities and project engagements. This offers avenues to expand their professional networks, gain practical experiences, and enhance career prospects.

In conclusion, by offering training and guidance, creating opportunities, providing financial security, bolstering entrepreneurial support and social networks, and eliminating job discrimination and gender inequality, we can offer better flexible employment choices and development opportunities for female university students, pushing forward the goal of shared prosperity.

## 5. Summary

The flexible employment options for female college students contribute significantly to shared prosperity. This approach broadens employment opportunities, particularly for those facing familial responsibilities or personal constraints, through options like remote work and part-time roles. It boosts economic growth, as these women often bring innovative ideas, fueling entrepreneurship. Flexible employment also enhances women's economic standing, closing the gender pay gap and fostering gender equality. It promotes societal inclusivity by accommodating women from varied backgrounds, adding to the societal diversity. Moreover, it paves the way for a shift in work culture, fostering a balance between personal life and work and promoting a more adaptive work environment.

Nevertheless, female college students encounter challenges with flexible employment. While surveys indicate a positive attitude towards this mode of employment, they also highlight existing uncertainties. It's crucial to address these by introducing measures like vocational training, providing financial backing and eliminating job discrimination. Success in this endeavor demands collaboration across governments, educational institutions, and employers. These stakeholders must work together: policymakers crafting relevant policies, educational entities offering training, and employers providing supportive work environments. Only through united efforts can we truly optimize flexible employment for female college students, advancing both shared prosperity and gender equality.

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