



# Survey and analysis of employment of college students in the Guangdong-Hong Kong-Macao Greater Bay Area - Taking Guangdong Innovative Technical College as an example

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**Abstract.** The Guangdong-Hong Kong-Macao Greater Bay Area is one of the regions with the most active economic development and the highest degree of openness in China, and the employment status of its higher vocational students has attracted much attention. In recent years, with the country's increasing emphasis on vocational education and the rapid economic development of the Greater Bay Area, higher vocational students have increasingly brighter employment prospects, but they also face some challenges. From the perspective of the overall environment, the Guangdong-Hong Kong-Macao Greater Bay Area has unique geographical advantages and industrial foundation. There are many high-tech companies, manufacturing giants and service industry leaders gathered here, providing abundant employment opportunities for higher vocational students. Especially in the fields of advanced manufacturing, modern service industry, information technology and other fields, the professional skills of higher vocational students have been widely recognized, and many companies are willing to provide them with competitive salary packages and broad career development space. However, with the continuous development of my country's higher education, the number of college students is increasing day by day. Today's employment environment is very severe, and the employment anxiety problem of college students has become prominent.

**Keywords:** Employment status; employment anxiety; teaching reform; Greater Bay Area.

## 1 Introduction

From the perspective of the job market, the Guangdong-Hong Kong-Macao Greater Bay Area provides abundant employment opportunities for higher vocational students. There are not only many Fortune 500 companies here, but also a large number of small and medium-sized enterprises and innovative enterprises. They have strong demand for talents and highly recognize the professional skills and practical ability of higher

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vocational students. Especially in the fields of advanced manufacturing, modern service industry, information technology, finance and other fields, the employment prospects of higher vocational students are very broad. However, although the job market in the Guangdong-Hong Kong-Macao Greater Bay Area is very prosperous, the employment status of higher vocational students still faces some challenges. On the one hand, with the expansion of college enrollment and changes in population structure, the employment competition pressure of higher vocational students is gradually increasing. They need to continuously improve their comprehensive quality and professional skills to cope with the increasingly fierce market competition. On the other hand, some higher vocational students still have deficiencies in employment concepts and career planning, and lack clear career goals and positioning, resulting in confusion and confusion during the employment process[1].

In order to cope with these challenges, higher vocational colleges and enterprises in the Guangdong-Hong Kong-Macao Greater Bay Area have taken a series of proactive measures. Higher vocational colleges have strengthened the professional quality education and practical ability training of students, and helped students better understand market demand and industry trends through school-enterprise cooperation, industry-education integration and other methods[2]. At the same time, companies also actively participate in the talent training process of higher vocational colleges and help students improve their employment competitiveness by providing internship positions and conducting vocational skills training. In addition, the government also attaches great importance to the employment of higher vocational students and has introduced a series of policies and measures to promote the employment of higher vocational students. For example, the government has held a number of job fairs for higher vocational students to provide them with more employment opportunities; at the same time, the government has also established an employment service platform to provide employment consultation, career planning and other services to higher vocational students to help them better adapt to market needs. In the employment environment of the Guangdong-Hong Kong-Macao Greater Bay Area, higher vocational students[3] have also shown positive employment attitudes and innovative abilities. They not only focus on improving their professional skills, but also actively participate in various practical activities and innovation and entrepreneurship projects, striving to improve their overall quality and innovation capabilities. With their outstanding performance and innovative spirit, many higher vocational students have successfully gained favor and recognition from companies and realized their career dreams[4].

The research in this article uses a questionnaire survey to collect information and data related to employment anxiety in our school to obtain the employment anxiety situation. Targetedly collect and analyze the basic manifestations of employment anxiety among college students, the impact of employment anxiety on college students, and the influencing factors of employment anxiety. A more objective and in-depth analysis of college students' employment anxiety will provide reference data and information for subsequent research on education and teaching reform.

## 2 Analysis of Employment Anxiety

Employment anxiety is undoubtedly a huge challenge for higher vocational students. This anxiety not only affects their studies, but also has a profound impact on their psychology, interpersonal relationships, and future career plans[5].

In terms of academics, higher vocational students may be unable to concentrate on their studies due to excessive employment anxiety. They are always worried about their future employment prospects, which makes it difficult to concentrate and their learning efficiency decreases. This not only affects their academic performance, but may also hinder their in-depth mastery of professional skills[6]. The lack of skills may further aggravate their employment anxiety, forming a vicious circle. In terms of psychology, long-term employment anxiety will cause students to suffer tremendous psychological pressure. They may feel low self-esteem and frustration because they are worried about not being able to find a job, and this negative emotion can gradually erode their mental health. Insomnia, depression and other psychological problems may follow, seriously affecting their daily life and interpersonal interactions[7].

In addition, employment anxiety will also affect the career planning and decision-making of higher vocational students. Faced with numerous employment options, they may hesitate or even make wrong decisions due to anxiety[8]. This may not only miss out on good employment opportunities, but may also have an irreversible impact on their future career development[9]. Therefore, it is crucial for higher vocational students to learn to correctly deal with employment anxiety. They need to learn to adjust their mentality and look at employment issues rationally[10]. At the same time, schools, families and society should also give them enough attention and support to help them establish correct employment concepts and improve their employability, so as to successfully enter the workplace. Only in this way can they overcome employment anxiety and meet future challenges[11].

## 3 The Impact of Employment Anxiety on Individual Students

During the research process of this article, it was found that employment anxiety mainly affects students in the following aspects:

### 3.1 Emotional Aspects

Facing the real job market environment, college graduates often find that there is a huge gap between ideals and reality. While in school, they may have made detailed work plans and cherished beautiful visions for the future. However, once they enter society, they often find that the supply and demand relationship between industries and positions is very different from their own situation.

Most graduates plunge into the job search with passion, but repeatedly hit a wall during the interview process. Faced with the critical gaze and strict screening of recruiters, they often feel powerless and their confidence is severely hit. Repeated failures and setbacks made them feel frustrated and filled with confusion and anxiety. In this case,

many graduates began to have strong psychological conflicts. They begin to doubt whether they are really suitable for the position and whether they are really capable of doing the job. This kind of self-doubt and uncertainty makes them hesitant and difficult to make decisions when facing employment options.

The desire to join their ideal workplace also makes many graduates feel disappointed after being repeatedly rejected. They begin to feel undervalued and their self-confidence takes a serious hit. This kind of emotional fluctuation makes it difficult for them to stay calm and rational, and their mentality cannot be channeled and adjusted in time. Under this pressure, many graduates begin to experience negative emotions, such as excessive stress, anxiety, fear, etc. These emotions not only affect their physical and mental health, but may also lead them to make wrong decisions during the job search process. Once caught in this vortex of negative emotions, graduates may become more autistic and unable to correctly examine themselves and make judgments about job selection, which may lead to a series of psychological or mental obstacles.

Therefore, facing the challenges and difficulties in the job market, college graduates need to maintain a positive attitude and correct understanding. They need to clarify their career development direction and goals and continuously improve their abilities and qualities to better adapt to market demand. At the same time, they also need to learn to adjust their mentality and stay confident and optimistic to cope with various setbacks and difficulties in the job search process. Only in this way can they stand out in the fierce competition for employment and realize their career dreams.

### **3.2 Cognitive Aspects**

For most college graduates who are about to enter the society and look for jobs, their hearts are full of expectations and longing. These students have experienced years of study and accumulation and are eager to realize their own value and show their talents by finding an ideal job. They yearn to shine at work and contribute to society, and they also look forward to growing and improving at work. However, reality is often not as beautiful as people imagine. When these enthusiastic college graduates step into the job market and face brutal market competition, their initial self-confidence and ideals will inevitably be impacted by reality. Failures in applying for jobs, difficulties in finding jobs, and other blows followed one after another, making them begin to doubt their own abilities and even deny their academic standards and abilities. This blow severely affected their mentality, causing them to feel low self-esteem and depressed.

In this case, many graduates will appear to lack self-confidence when applying for jobs. They are unable to show their true abilities to employers because of their restraint, and thus miss many valuable job opportunities. This lack of self-confidence not only puts them at a disadvantage during the job search process, but also affects their future career development. Of course, there are also some college graduates who have performed well in school, but their job expectations are too high, and their career plans seriously mismatch their actual situation. They overestimate their abilities and place excessive demands on the workplace's treatment and environment. They are also unwilling to endure hardships and stand hard work, so they give up many seemingly less than ideal job opportunities. In the end, they fell into the embarrassing situation of being

unable to find a satisfactory job. When these graduates face difficulties in finding a job or failing to find their ideal job, they tend to blame external factors. They thought they had not encountered Bole or opportunity, so they chose to continue waiting. Over time, this negative emotion will breed in their hearts, and even lead to them complaining about social injustice and other negative emotions.

In addition, through interviews with some college graduates, we also discovered some interesting phenomena. Some students psychologically resist companies in the area because of the fierce competition in the area or companies. They would rather choose to work far away from home or in some relatively less developed areas than to face the fierce competitive environment. This psychological resistance not only limits their job search scope, but also causes them to miss out on more possible opportunities.

### **3.3 Behavioral Aspects**

In the process of job hunting, most college graduates often have irregular life schedules due to various reasons. Behind this phenomenon lies the profound impact of anxiety and stress on the pace of graduates' lives.

In the process of job hunting, graduates often need to attend various job fairs, browse and filter massive job information, and prepare for and participate in interviews. These activities not only take up a lot of their time, but also make them think about and worry about more and more things every day. They need to think about how to make a beautiful resume, how to stand out in interviews, and how to deal with various emergencies that may arise. These psychological burdens and employment pressure make it difficult for many graduates to maintain a regular life schedule. However, bad work and rest habits often have adverse effects on the health of graduates. They may stay up late looking for job information or preparing for interviews, resulting in poor sleep quality and feeling lethargic and difficult to concentrate the next day. A long period of irregular work and rest may also lead to poor physical fitness and make you prone to illness. These physical discomforts, in turn, will increase the psychological burden on graduates, forming a vicious cycle.

Therefore, it is very important for college graduates to maintain a regular life schedule. They can ensure that they get enough sleep and rest every day by formulating a reasonable work and rest schedule, and at the same time reasonably arrange their job search activities to avoid overexertion. In addition, they can also relieve stress and anxiety through exercise, meditation and other methods to maintain physical and mental health. Only in this way can they better face the challenges of job hunting and meet the challenges of the future.

## **4 Analysis of Factors Caused by Graduates' Employment Anxiety**

### **4.1 Own Factors**

Many college students face the problem of psychological gap and high expectations during the job search process. They tend to think that they have higher academic qualifications and take it for granted that most companies will compete to hire them. However, their expectations are often overly optimistic due to a lack of comprehensive understanding of the current employment situation.

Some college students are convinced that their first job after graduation plays a decisive role in their future career planning and development. Therefore, they set their initial employment requirements too high, hoping to get ideal positions and benefits as soon as they enter the workplace. However, when there is a large information gap between recruiters and applicants, it is often difficult for college students to find a job that fully meets their requirements. When college students experience real job interviews, they begin to realize the severity of the employment environment and the complexity of society. They find that there is a huge gap between ideals and reality, which makes them question the employment environment and society as a whole. This feeling of loss gradually accumulates, causing anxiety problems.

In order to alleviate this psychological gap and anxiety, college students need to look at employment issues more rationally. They should have an in-depth understanding of the current employment situation and formulate reasonable career plans based on their actual situation. At the same time, they should also maintain a positive attitude, be brave enough to face challenges and difficulties, and constantly improve their abilities and qualities. Only in this way can they stand out in the fierce competition for employment and realize their career dreams.

### **4.2 School Factors**

In the current employment environment, college graduates are facing increasingly severe challenges, the most obvious of which are the disconnect between course content and market demand and the flaws in the employment guidance system. These problems not only weaken students' employment competitiveness, but also increase their employment anxiety.

First of all, in terms of course content, some universities are too conservative in their curriculum and fail to adapt to the rapid changes in the market in a timely manner. Blindly convergent curriculum lacks personalization and innovation, resulting in a large gap between the knowledge students learn and market demand. This disconnect makes it difficult for students to apply the knowledge they learn in school in actual work, causing doubts about their professional abilities and employment prospects, which in turn creates employment anxiety. Secondly, in terms of employment guidance, although many colleges and universities have established employment guidance centers, their work is often limited to the management of employment policies and procedures, lacking substantive guidance on students' career planning, job search skills, etc. This

lack of targeted services makes students feel confused and helpless during the job search process, further exacerbating their employment anxiety.

In order to improve this situation, colleges and universities should actively adjust course content to make it more in line with market demand. At the same time, we will strengthen the construction of the employment guidance system and provide more comprehensive and personalized services. Through scientific and reasonable career planning, psychological counseling and job search guidance, we help students better cope with employment challenges and relieve their employment anxiety. Only in this way can colleges and universities cultivate more competitive graduates who adapt to market demands and contribute to the sustainable development of society.

### **4.3 Family Factors**

Many students said that during the process of job hunting after graduation, their parents' expectations were too high. Parents believed that they should find a decent job after graduating from college. There was even a comparison mentality among many parents, usually due to unreasonable expectations for their children. This unreasonable expectation inadvertently has a great impact on their employment choices in daily life and behavior. When faced with finding a job, some students have different views from their parents, resulting in negative treatment. In addition, there are some students with relatively difficult economic conditions. Their parents invest absolute energy and money in their children's education and put all their expectations on their children. As a result, these types of students face great difficulties when they graduate. Psychological stress. Most families usually pay more attention to their children's learning, but ignore the cultivation of their good character. As a result, some students can only accept smooth sailing, have poor ability to withstand stress, are unable to face difficulties when they arise, develop negative emotions, and are unable to get into trouble in time. Adjustment.

### **4.4 Social Factors**

At present, fresh college graduates, especially higher vocational students, are no longer high-end talents that are scarce in the market. In the modern market economic environment, the deviation between the talent needs of college students and social needs has become increasingly prominent. Due to the implementation of the enrollment expansion policy, the problem of talent overflow among college students has become more and more serious, and the imbalance between supply and demand in the talent market is widespread, which has brought heavy pressure to the employment of college students. At the same time, social transformation and upgrading not only involve changes in the economic system, but are also accompanied by profound social transformation. In this process, college students tend to focus more on economic interests when choosing employment, and utilitarianism and pragmatism prevail. When they choose jobs, they often pay too much attention to regional categories, social status and personal interests, while neglecting to consider social needs. This phenomenon not only affects the employment quality and career development of college students, but also restricts the overall progress and development of society. Therefore, we need to re-examine college

students' employment concepts and guide them to establish correct values and career concepts to better adapt to social changes and development.

## 5 Conclusion

Through the previous research and analysis, by reforming teaching content and methods, paying attention to students' mental health and career planning, and promoting education and teaching reform are important ways to alleviate the employment anxiety of higher vocational students, and can help students better adapt to market demand.

First of all, the proportion of practical teaching should be increased in the teaching process so that students can combine theoretical knowledge with practical operations and improve their problem-solving abilities. At the same time, schools can cooperate with enterprises to jointly carry out internship training projects to provide students with more practical opportunities, help them accumulate work experience and enhance their employment competitiveness.

Secondly, psychological counseling courses are provided to help students correctly face employment anxiety and master methods of coping with stress. At the same time, teachers should also pay attention to students' emotional changes, provide timely care and support, and help students build self-confidence and establish a positive concept of employment.

Finally, education and teaching reforms should also strengthen career planning and employment guidance. Schools can set up special career planning courses to help students understand their interests, abilities and strengths and formulate appropriate career plans. At the same time, schools can also strengthen ties with enterprises, understand market demand and industry trends, provide students with targeted employment guidance, and help them better adapt to market demand.

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