

Analysis of Post-90s Post-00s Employment Tendencies

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Abstract: This is a study on the employment propensity of the post-90s and post-00s in China which is one of the key research topics in contemporary society. The researcher has identified the problem of low employment rates among young people, but there is a gap in research on the employment propensity of young people lacking knowledge. So the aim of this paper is to explore whether there are significant differences in the employment propensity of the two generations. The post-90s and post-00s are more willing to engage in some freelance work, have higher expectations of work and are more concerned with work-life balance. This difference may be related to the differences between the two generations in terms of upbringing, educational background and socio-economic status. The findings of this study have implications for education, businesses and policy makers, who should pay more attention to young people's career development and improvement of their work environment, and provide them with more opportunities for self-employment and freelancing to meet their needs for work-life balance. At the same time, this will also help to promote socio-economic development and progress.

Keywords: stronger sense of self-interest, leap of mind, yearning for freedom, weak resistance to stress

1. Introduction

With the globalisation of the economy and the rapid development of information technology, career choices and employment trends have gradually changed. In China, the post-90s and post-020 generations have become the main force in the labour market, and their employment behaviour and career development choices have received extensive attention and research. Although both generations live in the same era, there are certain differences and variations in their employment tendencies and career development choices due to differences in their upbringing, educational background, socio-economic status and cultural background.

In China, the post-1990s and post-2000s were born in a period of rapid development of information technology and the Internet. They are more skilled in new technologies and are more sensitive and adaptable to the career choices and employment environment of the information age. At the same time, changes in the socio-economic environment have also affected young people's employment behaviour and career development. With the rapid development of China's economy, more and more young people are paying more attention to work-life balance and want to have more career choices and development opportunities, as well as more attention to the autonomy and

innovation of career development. This change in employment orientation poses new challenges and opportunities for companies, policy makers and educators alike.

This study aims to investigate whether there are significant differences in the employment preferences and career development choices of the post-1990 and post-2004 generations in China. Using questionnaire surveys and data analysis methods, this study aims to gain insight into information on the employment intentions, career choices and employment mindsets of the two generations, and to explore the differences and changes in the career development and employment choices of the two generations, so as to provide certain insights and suggestions for enterprises, policy makers and educators.

In this paper, the relevant literature and theories will first be presented to explore the factors that influence young people's employment behaviour and career development choices. Then the employment challenges faced by contemporary young people will be discussed and solutions based on these challenges will be examined. Finally, the findings will be discussed and summarised, and some relevant recommendations and directions for future research will be made.

2. Eight Aspects of the Changing Employment Preferences of Contemporary University Students

2.1. Pursuit of Self-fulfillment and Development

Compared to previous generations, the post-90s and post-00s are more in pursuit of self-actualisation and development. The change in college students' employment tendencies as stemming from a deeper self-awareness and a greater knowledge of what they want [1]. So it will change the employment tendency. These young people are no longer just satisfied with a stable job and salary, they are more focused on self-worth and growth. The post-90s and post-00s are also a generation that aspires to freedom and will work harder for it, so it is possible to increase the probability of promotion and attract candidates with more flexible working hours and pay and benefits. These changes in the post-90s and post-00s are due to the influence of their parents and therefore the desire for freelance work [2].

2.2. Focus on Work Environment and Culture

The post-90s and post-00s pay more attention to the working environment and culture. Because the employment platform has become bigger, which gives fresh graduates a lot of choices, some talents will choose companies with a better corporate culture and a comfortable working environment for employment [3]. They prefer to work in a positive work environment with friendly colleagues. Companies should create a positive, open and diverse work environment and encourage cooperation and communication among employees. In addition, companies should focus on employee benefits and provide benefits such as health insurance, paid time off and flexible working systems to increase employee satisfaction and loyalty. Employee satisfaction and loyalty can also enhance the effectiveness of the company itself, and the loyalty of employees can also give the company a good reputation in the industry, which can also attract more young people to join the company, and new people can make the company's development speed up rapidly.

2.3. Focus on Social Responsibility and Sustainability

The post-90s and post-00s are more focused on social responsibility and sustainability. The change in employment tendency is due to the development and advancement of society, and they are more inclined to join companies with a sense of social responsibility and sustainability [4]. Therefore, companies should focus on social responsibility and sustainability, actively participate in charity

activities and environmental initiatives, and attract these young talents through these initiatives. And it will also enable the company itself to enjoy a good reputation in the society. Doing long-term public welfare activities will also increase the exposure of the company, and the increased exposure of the company will lead to more and more young people seeing the company on the internet and being attracted by the environment and corporate culture of the company, which will also increase the probability of the company being employed. The reason why young people change their employment preferences is because of the development of society and the pressure they are under, so they choose to go to a bigger platform to work.

2.4. Focusing on Work-life Balance

The post-90s and post-00s are more focused on balancing work and life. They are not willing to sacrifice their personal time and hobbies for work. Therefore, companies should focus on work-life balance by offering flexible working hours and working styles to help employees better balance their work and life. More flexible working hours can make employees more motivated to work and can increase productivity. And the combination of work and play can lead to new inspiration for employees. Young people have changed their employment preferences because they know what they want and therefore need more flexible working hours to meet their own needs [5]. Since the post-90s and post-00s generation are mostly creative people, more flexible working hours can lead to an increase in employee inspiration, which is undoubtedly an important point to improve business efficiency and increase employee productivity.

2.5. Technology and Digital Focus

The post-90s and post-00s are the generation of the digital age and are more focused on technology and digitisation. The shift in the type of employment can be seen as a generational transition [4]. They are more adept at using various digital tools and applications and prefer to work in a digital work environment. Therefore, companies should actively introduce and apply digital technologies to improve corporate technology.

2.6. Focus on Diversity and Inclusion

The post-90s and post-00s are more focused on diversity and inclusion. As society progresses and develops, young people are more concerned about diversity and inclusion in society. They want to be treated equally and fairly in the workplace, and be respected and recognised. Companies should focus on diversity and inclusion, provide fair opportunities and treatment, and build an inclusive and diverse work environment. Diversity and inclusion are inevitable trends in society, and the integration of various cultures is a natural consequence of talent mobility [6]. Companies should therefore strive to promote diversity and inclusion in order to attract and retain these young talents.

2.7. Focus on Innovation and Entrepreneurship

The post-90s and post-00s are more innovative and entrepreneurial. This generation is more courageous in trying new things and is adept at innovation and creativity. They are eager for challenges and changes and are willing to seek development in the field of innovation and entrepreneurship. Therefore, companies should focus on innovation and entrepreneurship, provide a good innovation environment and entrepreneurial platform, and support their employees' innovation and entrepreneurial dreams. The shift of young people is due to more opportunities in terms of economic development and innovation, and because innovation and entrepreneurship are

highly valued by society [7]. Therefore, companies should strengthen their support for innovation and entrepreneurship to attract and retain these innovative young talents.

2.8. Social and Internet Focused

The post-90s and post-00s are more socially and internet-focused. This generation has unique strengths and characteristics when it comes to social interaction and the Internet [8]. They are adept at communicating and interacting with others through the Internet and social media, and are also more familiar with the use of the Internet and digital technology [8]. Therefore, companies should focus on building their brand and image on the Internet and social media, and actively carry out online marketing and promotional activities in order to attract and retain these young talents. Young people change their employment preferences because digital mediums such as social media and the internet have made it possible to disseminate information more quickly and widely, and young people are also better at using these mediums to be highly efficient and productive [7]. Because of the advancement of the times, companies need fresh blood to join them and new people to introduce technology. This is why companies also need to focus on the technological aspect to retain new employees as well as recruit new staff.

3. Factors Affecting the Employment Propensity of Contemporary University Students

There are roughly four reasons that affect young people's propensity to work. Self-perception factors, family factors, social factors and socio-cultural perception factors. It is believed that this is due to the increased self-awareness of university students and their ability to be more independent [1]. And because of the development of society and education, young people of today know themselves better than previous generations, what they want to do and what they are suited to do [9]. It is argued that the reason why this generation of young people have changed their employment preferences is that they are more curious about themselves and are exploring themselves a little bit, so they have developed a clear self-concept and therefore changed their employment preferences [10].

The second reason that influences young people to change their employment preferences is due to family factors. The majority of parents of the post-90s and post-00s are post-seventies because of the times, and that this generation is a very characteristic generation, hard-working and industrious [11]. These are the keywords of this generation [11]. Most of this generation are also some public officials. This is why the post-90s and post-00s have grown up witnessing the tediousness of their parents' work and the fact that they have to work early and stay late. Such influences are two-fold. Some grew up with parents who passed on their traditional professions. But many more grow up to choose a career path that is completely contrary to that of their parents.

The third reason for the change in employment tendency is because of the policy. Because of the change in national policy, supporting university students to start their own business and introducing new talents and technology to some emerging fields, so compared to traditional enterprises, in fact, new enterprises under development now are actually the key areas of national concern, so the policy will also change [12]. There will be more support for the development and progress of emerging fields, and more young people are choosing to do self-publishing, or start up such non-traditional careers because of the good prospects for new businesses. The characteristics of traditional businesses are completely contrary to the focus of contemporary young people's employment tendencies [10].

The fourth factor is social attitudes. Young people today are more interested in jobs that are well paid and challenging and innovative, but that older generations are more interested in job stability

and do not seek well paid jobs and challenges in their work [13]. This is a change in social attitudes. This is the reason why young people's employment preferences have changed.

4. Suggestions for Strategies to Improve the Quality of Employment of University Students

4.1. Personalities of University Students

The first point is that most young people of today are only children, so they have some of the signature points of this generation, such as independence of thought and the pursuit of freedom [1]. But at the same time, one of the most important characteristics is that they are self-centered, which is why many young people are unable to gain a foothold in the workplace. This is because the post-90s and post-00s generation of young people are less capable of enduring hardship than the post-70s and post-80s, and have a lower resistance to stress. To find the right job contemporary young people most need to change is their own reasons.

4.2. School Level

There is no doubt that schools have a great influence on students, and various psychological activities can be carried out in schools so that students can understand themselves better in the process and have a clearer self-awareness for their future career [14]. Psychology classes can also be used to strengthen students' psychological skills and make them more resilient to stress. This will also give them a chance to bounce back from the stresses that will be brought about in the workplace later on, rather than losing their jobs as a direct result of weaknesses in stress tolerance.

4.3. The Family Dimension

The influence of the family is undoubtedly what sets the tone for what a person is really like. This is why many students choose to take up their father's career, but most of the time this is not something that the young person chooses to do by choice. On the contrary, many young people choose a career that is very different from that of their parents. This is because the parents take a leading role in the child's life. But when the children grow up they will gradually become autonomous. So the best thing parents can do is to take a leading role, not a dominant one.

4.4. Social Dimension

Society needs to be more inclusive, and a more inclusive society tends to have more elite talent [15]. This is why companies need to make changes in order to cater for the high level of inclusiveness in contemporary society. These changes are undoubtedly needed by young people today to give them a more inclusive platform [15]. This will not only enable companies to grow, but will also contribute to social and economic development. Only if there is a good social climate will companies be able to attract more talented young people to their businesses.

5. Conclusion

With the development of the times and changes in the economic situation, young people's inclination towards employment has also changed somewhat. From an employment concept that used to focus on stability and security to one that now focuses more on development, innovation and personalisation, young people's employment tendencies are undergoing profound changes.

Firstly, young people are paying more attention to career development. In the past, people tended to choose a stable job and stay with the same company for a long time. However, today's young people are more focused on career development and are willing to look for more opportunities to

realise their self-worth and pursue higher career development. They are more focused on learning and improving their abilities to adapt to the changing market demands.

Secondly, young people are more focused on the working environment and benefits. In the past, people often overlooked the importance of the working environment and welfare benefits, focusing only on job stability and income levels. Nowadays, with the improvement of living standards, young people are paying more and more attention to the working environment and welfare benefits. They want to be able to work in a comfortable, free and innovative environment and to receive a reasonable salary and benefits package.

Finally, young people are more focused on personalisation and self-employment. In the past, most young people chose to work for large companies in order to gain better opportunities for development and a higher social status. Today, however, more and more young people are focusing on personalisation and self-employment. They want to create their own brands and products, and realise their dreams and values.

To sum up, with the development of the times and the changing economic situation, the employment tendencies of young people are changing profoundly and they are focusing more on career development, work environment and benefits, personalisation and self-employment.

The study provides some insights and suggestions for an in-depth understanding of the employment propensity and career development choices of the post-1990 and post-2002 generations, as well as some reference and guidance for enterprises, policy makers and educators. There is still a certain lack of research on the subjective aspects of young people's career development choices and employment intentions. Future research can further explore the career development and employment behaviour of young people, providing a more useful reference for the development and progress of society.

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