

Research on the Strategy of Promoting Daqing to Create a National Public Employment and Entrepreneurship Service Demonstration City

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Abstract

Based on the research on the basic status quo of the construction of public employment and entrepreneurship service system in Daqing, this paper analyzes the problems existing in Daqing's establishment of a national public employment and entrepreneurship service demonstration city, and gives countermeasures and suggestions from three levels: optimizing the public employment and entrepreneurship service system, innovating the public employment and entrepreneurship service mode, and improving the entrepreneurship driven employment support system.

Keywords

Daqing, Public Employment and Entrepreneurship Service, Demonstration City

1. Introduction

Currently, new forms of employment and entrepreneurship are constantly emerging, and the demand for public services for employment and entrepreneurship among the people is growing rapidly. The expectations for service efficiency and level are increasing. However, due to changes in urban management, industrial structure adjustment, and the substitution of new technologies and equipment such as artificial intelligence and robots for labor, the structural changes in job demand have led to new forms and challenges in the service work of public employment and entrepreneurship. The importance of innovating and improving the public service system for employment and entrepreneurship has been clari-

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fied. In the same year, the Ministry of Human Resources and Social Security issued the Notice on Carrying out the Establishment of Public Employment and Entrepreneurship Service Demonstration Cities. The creation of public employment and entrepreneurship service demonstration cities has become an important measure to implement the concept of “employment priority”, which is of great significance to promoting high-quality employment of Daqing’s labor force, building a long-term mechanism of promoting employment through entrepreneurship, and adapt to the development of the labor market in the new era.

2. Review of Current Research Status

The academic research on public employment and entrepreneurship service in China is still in the stage of deepening exploration, and the research content mainly focuses on four aspects: first, the research on employment and entrepreneurship service training system, second, the research on the capacity building of employment and entrepreneurship service team, third, the research on college students’ employment, innovation and entrepreneurship service system, and fourth, the research on the informatization of the “Internet plus” public employment and entrepreneurship service system. Taking Wujiagang District of Yichang City as an example, Min Xu analyzed the impact of centralized training on employment and entrepreneurship training, focusing on improving the employability of the masses and broadening their employment paths [1]; Yanhong Peng analyzed the breakthrough points of high-quality construction of public employment and entrepreneurship service teams from the perspective of capacity building, and pointed out the need to form a high-quality and high-level public employment innovation service team to adapt to the development of the labor market and information technology in the new era [2]; From the perspective of the integration and interaction between ideological and political education and employment and entrepreneurship education, Kun Yang pointed out that we should leverage the advantages of ideological and political education to effectively integrate in the education process, clarify the direction of talent employment and entrepreneurship training, and promote the continuous improvement of the quality of employment and entrepreneurship education [3]; DebingWu, taking the “Internet plus” as the starting point to build a comprehensive public employment and entrepreneurship service circle, pointed out that information technology should be fully used to build an online and offline integrated “Internet plus” public employment and entrepreneurship service platform with WeChat as the main service carrier [4].

From previous literature analysis, it can be seen that Chinese scholars have conducted various theoretical explorations on the innovation and improvement of the public employment and entrepreneurship service system. However, the research highlights prominent characteristics such as periodicity, decentralization, and fragmentation, mainly manifested in the overall imbalance of the research field. Policy sorting and efficiency analysis based on social policy perspectives are relatively scarce, and a scientific and systematic research system has not

been formed. Based on this, on the basis of fully referring to and drawing on previous research results, guided by the concept of public employment and entrepreneurship services in the report of the 20th National Congress of the Communist Party of China, and in accordance with the requirements of the Notice of the Ministry of Human Resources and Social Security on Carrying out Public Employment and Entrepreneurship Service Demonstration City Creation Activities, this study comprehensively discusses the current situation, existing problems and optimization path of the policy system of public employment and entrepreneurship services in Daqing, It is expected to contribute new exploration ideas and achievements to the construction of social governance pattern of public employment and entrepreneurship services in Daqing.

3. Basic Status of Daqing Public Employment and Entrepreneurship Service System Construction

1) Current situation of the construction of the human resources market service system: A four-level human resources market service system has been basically formed, with public job referral agencies at or above the county level as the main body, supplemented by job referral agencies established by society, and extended by grassroots labor security work platforms. However, in the dual dimensions of urban and rural areas, there are significant differences in business coverage, and the equalization level and coverage of urban and rural public employment services need to be improved.

2) Current situation of public employment and entrepreneurship policy system construction: Daqing has initially formed a public employment and entrepreneurship policy system composed of policy documents issued by the CPC Central Committee and the State Council, various ministries and commissions, departments and bureaus, provincial committees and governments, various ministries and commissions, departments and bureaus, Daqing Municipal Government and the general offices of various ministries and commissions.

3) Construction status of public employment and entrepreneurship information network service platform: At present, Daqing has formed an employment and entrepreneurship information network service system integrating the Human Resources and Social Security Department, the people's government website, the government service platform, and the Daqing employment code.

4) Current situation of public entrepreneurship service institutions: At present, Daqing's entrepreneurship service institutions are mainly Daqing Employment and Entrepreneurship Guidance Center, entrepreneurship guidance centers of colleges and universities, various entrepreneurship incubators and entrepreneurship industrial parks.

4. Main Problems in the Public Employment and Entrepreneurship Service System of Daqing

The public employment and entrepreneurship service system is the key support for building a national public employment and entrepreneurship service dem-

onstration city. Daqing has made some achievements in the construction of public employment and entrepreneurship policy system, operating mechanism, and informatization level, but there are still shortcomings in the construction requirements of the benchmarking Notice on Carrying out Public Employment and Entrepreneurship Service Demonstration City Creation Activities, It restricts the overall efficiency of Daqing public employment and entrepreneurship service demonstration city.

4.1. Insufficient Targeted Measures in the Face of New Forms of Employment and Entrepreneurship

Different from the traditional way of employment and entrepreneurship, the new form of employment and entrepreneurship is based on the development of the Internet, Big data, digital economy and other technologies. People's employment concept, employment field and employment mode are very different from the past. As the main force of the employment and entrepreneurship service system, public employment service institutions at all levels do not match the new demand for employment and entrepreneurship in terms of service content and mode The problem of inadequate multi-channel flexible employment security system.

4.2. Professional Service Level Needs to Be Improved

Driven by new technologies such as Big data and the Internet, the demand for employment and entrepreneurship is diversified, which puts forward higher requirements for the professionalization and efficiency of public employment and entrepreneurship services. However, the current level of public employment and entrepreneurship services in Daqing cannot meet people's diversified needs. At present, the public employment service system in Daqing is not strong in coping with new situations and problems of public employment services, and the service efficiency is not high There is an urgent need to improve the professionalism of public employment and entrepreneurship services due to issues such as mismatch with new forms of employment and entrepreneurship, and limited capabilities and means to provide specialized and precise services.

4.3. Insufficient Coverage of Public Employment and Entrepreneurship Services for Key Field Groups

The current public employment and entrepreneurship service system of Daqing City does not cover enough key groups such as college graduates, farmers, and people with employment difficulties. College graduates are the core group of employment and entrepreneurship. The employment and entrepreneurship assistance and guidance for graduate groups mainly rely on colleges and universities and other education departments. The integration of the city and the school is insufficient to promote the employment and entrepreneurship services of graduates; The targeted employment and entrepreneurship services for farmers are insufficient, and the service level and efficiency need to be further improved;

In terms of the dual dimensions of urban and rural areas, there are significant differences in business coverage. In rural areas, service facilities, service personnel, and service processes are lagging behind those of cities, and the level of equalization of public employment services in urban and rural areas needs to be improved.

4.4. The Content and Methods of Public Employment and Entrepreneurship Training Do Not Align with the New Situation

With the development of emerging technology industries, society has put forward new requirements for the precision and specialization of public employment and entrepreneurship services. All cities attach great importance to the development of emerging industries. At present, Daqing has insufficient human capital for employment and entrepreneurship in emerging industries, and the training of public employment and entrepreneurship services is asymmetric with industrial demand and does not fit well with the actual production and the new situation of employment and entrepreneurship.

5. Strategies to Promote Daqing to Create a National Public Employment and Entrepreneurship Service Demonstration City

The establishment of a national demonstration city for public employment and entrepreneurship services must address the problems that arise during its development process. Firstly, it is necessary to optimize the service system by constructing a diversified public employment and entrepreneurship service system, standardizing the standard system of public employment and entrepreneurship services, and improving the guidance system for employment and entrepreneurship training; Secondly, innovative service models are implemented through measures such as intelligent service methods, assistance actions for key employment and entrepreneurship groups, and flexible employment implementation plans; Finally, by providing diversified entrepreneurial services, building entrepreneurial incubation platforms, implementing entrepreneurial financial support policies, and improving the support system for entrepreneurship driving employment.

5.1. Optimizing the Public Employment and Entrepreneurship Service System

5.1.1. Building a Diversified Public Employment and Entrepreneurship Service System

Strengthen the construction of public employment and entrepreneurship service systems at all levels of cities, counties, streets, and communities, promote service sinking, improve the quality and ability of service personnel, coordinate and optimize the service functions of existing service venues, and provide services such as job recruitment, career guidance, career introduction, entrepreneurship services, unemployment registration, policy subsidies, and assistance to key groups. Give full play to the role of market optimization allocation, guide various human

resource service institutions to participate in the construction of the public employment service system, widely attract social capital and high-quality resources to participate in the construction and operation management of public employment and entrepreneurship service facilities, and build a service system led by the government and with the participation of diverse stakeholders; Build a standardized job market, extend it to townships and communities with demand, and create a flexible employment service platform that covers the entire region.

5.1.2. Standardize the Standard System of Public Employment and Entrepreneurship Services

The standardization of public employment and entrepreneurship services is the basic way to promote the equalization of services, and the setting of standards should be determined according to the development situation of each region and the public employment and entrepreneurship needs. Therefore, according to the needs of employment and entrepreneurship services, the Daqing public employment and entrepreneurship service standard system must set up a real name management service system, unemployment registration system, entrepreneurship service system, training system, employment assistance system Special systems such as market recruitment system and job introduction system; Improve the mechanism for the government to purchase public employment and entrepreneurship services; Make overall arrangements for service contents, service processes, service standards and service modes, and optimize the standard system from the quality and quantity of public employment and entrepreneurship services.

5.1.3. Improve the Guidance System for Employment and Entrepreneurship Training

Employment and entrepreneurship training is an important way to address structural employment contradictions. The training content should be integrated with the development of the real economy, carefully study the employment demand of emerging industry markets, strengthen the investigation and research of local enterprise talent demand, set corresponding training content, and focus on industrial development needs and rural migrant workers, urban and rural graduates who have not continued to attend junior and high schools, urban registered unemployed people, and Organize industry-specific and group-specific training actions to meet the employment needs of key groups such as college graduates. At the same time, based on the individual conditions and service needs of different workers, we will build a service model that accurately identifies, classifies, and provides professional guidance, providing personalized service measures and solutions.

5.2. Innovative Public Employment and Entrepreneurship Service Model

5.2.1. Innovative Employment and Entrepreneurship Intelligent Service Methods

We will make full use of new media forms such as the WeChat official account, microblog and Tiktok, as well as 58 cities, Zhilian recruitment and other ways to

broaden job referral channels. Through the “Internet plus employment service” model, we will use Big data technology to timely grasp the age, educational background, skill level and other information of employed groups, timely input and update enterprise recruitment needs and flexible employment information, and accurately push jobs and talents to individuals and enterprises through Big data analysis technology, Realize intelligent matching between personnel and positions; Intelligent one-stop services such as policy consultation and subsidy application are provided. Develop career assessment and online guidance functions, allowing job seekers to make online appointments with career guidance teachers and enjoy career guidance services through phone, WeChat, and video formats, achieving the integration of online career assessment and guidance.

5.2.2. Implement Assistance Actions for Key Employment and Entrepreneurship Groups

We will improve the employment assistance system, improve the dynamic tracking and management mechanism for people in need, and establish a classified service mechanism based on the abilities and needs of key employment and entrepreneurship groups such as unemployed and unemployed individuals. We will provide precise employment information, employment guidance and training, and other “packaged services” to help them shorten the cycle of unemployment and unemployed individuals. Carry out city school cooperation, carry out “employment internship” and “entrepreneurship guidance” programs for college graduates, hold employment and entrepreneurship competitions, employment guidance on campus, and enterprise recruitment on campus trips, and implement policies such as job search and entrepreneurship subsidies, one-time entrepreneurship subsidies, and entrepreneurship guarantee loans.

5.2.3. Implementation Plan for Flexible Employment

Broaden flexible employment channels, support diversified forms of self-employment such as webcast and Personal media, and guide workers who are employed in flexible ways such as personal operation, part-time, and new forms of employment to apply for employment registration at public employment service agencies in their permanent residences. Strengthen the protection of the rights and interests of flexible employment personnel, and improve relevant regulations on flexible employment and new forms of employment. Support vocational colleges, higher education institutions, and training institutions to actively develop training courses that adapt to new business formats and job types, increase skill training for employees in new business formats and models, and promote the healthy development of new business formats and models industries.

5.3. Improve the Support System for Entrepreneurship and Employment

5.3.1. Provide Diversified Entrepreneurial Services

Improve the entrepreneurship service system, create an integrated entrepreneurship service mechanism that integrates entrepreneurship consulting, train-

ing guidance, incubation assistance, financing support, and other contents, and provide comprehensive services for entrepreneurs; Establish a team of entrepreneurial mentors and hire “successful entrepreneurs, renowned scholars, human resources and social security experts, and venture capitalists” to provide guidance and training for entrepreneurial projects; Carry out various forms of docking discussions, entrepreneurship competitions, and other activities to provide resource support for key groups’ entrepreneurship.

5.3.2. Creating a Entrepreneurship Incubation Platform

In combination with the development of a new economy and new business types, we will build a digital economy entrepreneurship incubation demonstration zone and an innovative talent Ghetto around the digital economy industries such as intelligent manufacturing, smart agriculture, information technology, 5G, and the Internet of Things. Create an “Entrepreneurship Competition+” service platform, promote the deep integration of entrepreneurial competitions with financial services, park incubation and other resource elements, and promote the formation of a good entrepreneurial ecosystem. Strengthen cooperation between government, industry, academia, and research institutions, connect with innovation and entrepreneurship teams of universities and research institutes stationed in Qinghai, help translate outstanding entrepreneurial achievements, and leverage the multiplier effect of entrepreneurship driving employment.

5.3.3. Implement Entrepreneurial Financial Support Policies

The shortage of funds is a common pain point for entrepreneurs. According to the entrepreneurial groups in different entrepreneurial stages and fields, differentiated policy support will be given in terms of loan lines, terms, interest rates and portfolio guarantees. A thorough investigation will be carried out on the personal ability, technical level, economic status, entrepreneurial projects and capital needs of Daqing entrepreneurs to provide credit, settlement, agency Diversified financial services such as consulting and risk management; Support counties and cities with conditions to launch typical entrepreneurial characteristic businesses, develop characteristic credit products, and provide exclusive financial services for entrepreneurial typical businesses.

6. Conclusion

To build Daqing into a national public employment and entrepreneurship service demonstration city, we should optimize the public employment and entrepreneurship service system, innovate the service mode, and improve the entrepreneurship-driven employment support system to improve the public employment and entrepreneurship service function and promote the construction of the demonstration city. The public employment and entrepreneurship service system is the key support for creating a national demonstration city for public employment and entrepreneurship services. The public employment and entrepreneurship service system should be optimized from the aspects of building a di-

versified public employment and entrepreneurship service system led by the government and participated by society, standardizing the standard system of public employment and entrepreneurship services, and improving the guidance system for employment and entrepreneurship training. The backwardness of public employment and entrepreneurship service methods is an important factor that restricts the improvement of public employment and entrepreneurship service levels and affects the creation of demonstration cities. Measures such as innovative employment and entrepreneurship intelligent service methods, implementation of assistance actions for key employment and entrepreneurship groups, and implementation of flexible employment implementation plans should be taken to improve the innovative public employment and entrepreneurship service methods. Entrepreneurship driving employment is a special form of employment. We should give play to the multiplier effect of entrepreneurship driving employment and help Daqing create a public employment and entrepreneurship demonstration city by providing diversified entrepreneurial services, creating an employment and entrepreneurship network platform, implementing entrepreneurship guarantee policies and other policy measures.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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