

# Analysis of Employment Quality Factors and Development Strategies of Students in Higher Vocational Colleges in Guangdong Province

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## Abstract

The Chinese government has proposed to strengthen the policy of giving priority to employment, improve the employment promotion mechanism, and promote high-quality full employment. College graduates are the key group of employment work, and their employment is the focus of social attention. The purpose of this study is to explore the impact of career planning, career values, internship practice and enterprise participation on the employment quality of higher vocational students, and put forward corresponding development strategies. By combing relevant literature and theories, this paper deeply analyzes the challenges faced by vocational students in the process of career planning, the impact of vocational values on career selection and development, the role of internship practice in vocational students' employment quality and the impact of enterprise participation on vocational students' employment quality. This paper uses the literature research method to review the relevant theories of career planning, career values, internship practice and enterprise participation. The case analysis method analyzes the current situation of enterprises' participation in vocational college students' career planning, vocational values cultivation, internship practice and enterprise participation, so as to reveal the problems. Finally, through questionnaire survey and in-depth interview, the corresponding data samples are collected, and the statistical analysis method is used to process and analyze the data.

**Key words:** Career planning; Professional values; Internship practice; Enterprise participation; Employment quality

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## 1. INTRODUCTION

### 1.1 Research Background and Significance

With the rapid development of social economy and the popularization of higher education, the employment situation of vocational college students in China is becoming increasingly severe. The employment quality of higher vocational students has become one of the focus of social attention. In real life, many vocational students are faced with confusion and challenges in the employment process, including career selection bias, lack of career planning, career values bias, etc. Due to the lack of scientific understanding of person-job matching, colleges and enterprises can not achieve full and effective docking to some extent. On the one hand, it is difficult for college students to find the right job, on the other hand, it is difficult for enterprises to recruit the right talent. It directly affects their employment quality and career development. Strengthening relevant education and guidance, providing more internship opportunities and enterprises' involvement and participation in urgent need, and realizing the effective docking between colleges and enterprises are conducive to improving the employment quality of vocational students and promoting their better adaptation to social and career development.

### 1.2 Research Problems

From the perspective of career planning, most vocational college students do not know the reason for career planning and do not have clear career values. Through

literature research and practice, it has been proved that it plays an important role in employment quality. The practical work experience and ability training of students' practice practice, the participation of enterprises in the career planning education of college students, and the provision of more internship and training opportunities and career development support for students during the school period can improve the employability and employment quality of vocational college students. By answering these research questions, it aims to provide important theoretical support and practical guidance for improving the employment quality of higher vocational students.

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## 2. LITERATURE REVIEW

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### 2.1 Relevant theories of career planning

Career planning refers to the process in which an individual makes a clear, systematic and long-term plan for his career development goals and realizes these goals through reasonable decisions and actions. Career planning theories mainly include rational choice theory, super theory, oriented process theory and social cognition theory. Rational choice theory holds that individuals will make reasonable choices according to their own values, abilities and interests in the process of career choice. Individuals will weigh the costs and benefits of different occupations, and then choose the occupation that has the greatest benefits for themselves. According to this theory, career development is a rational decision-making and selection process.

The super theory emphasizes that individuals are influenced by social factors in the career selection process. An individual's career choice will be influenced by the social evaluation of different occupations as well as social class and social status. According to the super theory, an individual's career choice is a process influenced by social and cultural factors. The oriented process theory regards career choice as a matching process between individual personality and occupational environment. The individual's personality characteristics, values and interests are matched with the requirements of the occupational environment, and then the individual chooses a suitable career development path. According to this theory, career choice is an interactive process between an individual and the professional environment. Social cognitive theory holds that an individual's career choice and development are influenced by social cognition and self-concept. By observing, imitating and tracking the professional behaviors and experiences of others, individuals form their own professional cognition, and make career choice and development according to their own self-concept.

To sum up, theories related to career planning mainly include rational choice theory, super theory, directed

process theory and social cognition theory. These theories explain the decision-making factors and influencing factors of individuals in the process of career choice and development from different angles, and provide theoretical basis and guidance for vocational college students' career planning.

### 2.2 Influencing Factors and Functions of Vocational Values

Occupational values refer to the value views and attitudes that individuals hold towards their careers. It means that individuals evaluate the attractiveness and importance of occupation according to their own value system, and then influence their choice and development direction of occupation. The formation and change of occupational values are influenced by many factors. First of all, family education is one of the important factors affecting the formation of professional values. Family is the first place where an individual receives education and values are instilled. Family environment and parents' education mode will have a profound impact on an individual's occupational concepts and values. Relatives' occupational experience, evaluation of career success, preference for different occupations, etc., will also have an impact on an individual's occupational values. Secondly, educational environment and social and cultural background also affect an individual's occupational values. The cognition and evaluation of vocational education and social culture will have an impact on the formation of vocational values of vocational students. For example, in some cultural and social environments, some occupations are regarded as noble and worthy of pursuit, while others are regarded as low and unworthy. Such cognition and evaluation will affect vocational students' career choice and development. In addition, an individual's effort level and his own ability level will also have an impact on vocational values. An individual's sense of accomplishment and self-confidence, as well as his cognition and evaluation of his own ability, will have an impact on an individual's value of career. For example, an individual who has achieved high achievement in a certain career field may have a more positive and positive value toward this career.

Vocational values play an important role in vocational college students' career choice and development. According to their own professional values, vocational students have different career preferences and tendencies, so as to choose different careers and development directions. At the same time, professional values also affect the individual's motivation and goal setting in career development, as well as the degree of dedication and effort to work. In the process of vocational college students' career development, it is particularly important to set up correct professional values. Vocational students should actively cultivate correct professional ethics and attach importance to the social value and responsibility of the profession. In the selection and development of

occupation, they should pay attention to the matching of personal interests and values, and avoid blindly pursuing material interests while ignoring the meaning and value of occupation itself.

To sum up, family education, educational environment and social and cultural background, individual effort and their own ability all have an impact on vocational values of vocational students. Vocational values have an impact on vocational students' career choice and development direction, as well as on individual motivation and effort in career development.

### **2.3 The Impact of Internship Practice on Employment Quality**

Li (2019) research shows that through internship practice, vocational college students can gain practical work experience, improve employability and adaptability, and increase employment competitiveness. First of all, internship practice enables vocational students to get in touch with specific work contents and processes in the real working environment outside the campus. Through the contact with the actual work environment, vocational students can better understand and master the relevant professional knowledge and skills, and apply them to the actual work. This accumulation of practical experience not only improves the work ability of vocational students, but also makes them better adapted to the challenges of future work and life. Secondly, internship practice can also help vocational students build a good career network. During the internship, vocational college students have the opportunity to contact and communicate with professionals in the industry and get to know the network resources in various fields. These connections play an important role in vocational college students' job opportunities and career development. Through practice, vocational students can establish a good cooperative relationship with enterprises and lay a solid foundation for their future employment. In addition, internship practice also provides opportunities for vocational students to match with actual jobs. Through internship practice, vocational students can have a clearer understanding of their career interests and ability tendencies, and further define their career positioning and development path. Internship experience can help vocational students better choose suitable jobs, so as to improve the quality and satisfaction of employment.

To sum up, internship practice has an important impact on the employment quality of vocational college students. It provides practical work experience, expands career network and helps vocational students to choose and position their careers.

### **2.4 The Impact of Enterprise Participation on Employment Quality**

Enterprise participation refers to the behaviors and activities that enterprises provide support and participation

in the employment process of vocational college students. It includes the participation of enterprises in providing vocational training, career development support and internship opportunities for vocational students. First of all, vocational training opportunities provided by enterprises can help vocational students improve their employability and adaptability. Through the training provided by enterprises, vocational college students can obtain professional knowledge and skills related to actual work, and improve their competitiveness in the workplace. In addition, enterprises can also provide career development support to help vocational college students plan their career development path, clarify their career goals, and improve the quality of employment. Secondly, internship opportunities provided by enterprises can enable vocational students to gain practical work experience, understand and adapt to the working environment and work content, improve their professional quality and vocational skills, and improve vocational employment competitiveness. In addition, enterprises cooperate closely with universities to provide more job opportunities for vocational students, expand employment channels and increase the possibility of employment. At the same time, the career development support of enterprises can also help vocational students achieve career promotion and development and high-quality employment.

In short, schools, teachers and vocational students should actively establish good cooperative relations with enterprises, promote enterprises to participate in vocational students' career planning and training, and provide more powerful support and guarantee for vocational students' employment quality.

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## **3. RESEARCH AND DESIGN**

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### **3.1 Research Methods**

This study adopts four research methods: literature research method, case analysis method, questionnaire survey and in-depth interview. Firstly, through the literature research method, the relevant theories of career planning, professional values, internship practice and enterprise participation are reviewed. By collecting and sorting out the relevant literature, the existing research results are sorted out and analyzed to establish the theoretical basis of this study. Secondly, this study uses the case analysis method to analyze the current situation of enterprise participation in vocational college students' career planning, vocational values cultivation, internship practice and enterprise participation. Through the selection of representative enterprise cases, and the use of case study method for in-depth analysis, so as to reveal the problems, for the follow-up questionnaire survey and in-depth interview to provide the basis. At the same time, this study also adopts the methods of questionnaire survey and in-depth interview to collect data. Through the

compilation of questionnaire and interview outline, the views and experiences of vocational students on career planning, career values, internship practice and enterprise participation were obtained. In the questionnaire survey, through random sampling, questionnaires were sent to vocational students to collect their opinions and views. In the in-depth interview, representative vocational students were selected and in-depth interviews were conducted face-to-face in order to obtain more detailed and real data. Finally, this study uses the statistical analysis method to process and analyze the collected data. By using statistical software such as SPSS, descriptive statistics, correlation analysis and regression analysis were carried out on the questionnaire survey data to reveal the relationship and influence between career planning, career values, internship practice and enterprise participation and the employment quality of vocational students.

### 3.2 Data Analysis

Two data collection methods, questionnaire survey and in-depth interview, were adopted in this study. In the questionnaire survey, I referred to (Rezki,2022) Professional values, (Wang,2019) Career Plan, (Steven,2007)Practical Job Training, (Liu,2020) Employment Quality and other questionnaires were compiled to investigate vocational college students' career planning, career values, internship practice and enterprise participation. The questionnaire adopted a 5-point scale, including multiple items, and calculated statistical indicators such as mean value and standard difference through statistical analysis to conduct quantitative analysis.

In the in-depth interview, I selected 10 vocational college students as research objects, and discussed their experience and views on career planning, career values, internship practice and enterprise participation through face-to-face interviews. The interviews mainly included their career goals, career planning process, shaping and guiding of career values, internship experience and cooperation experience with enterprises, etc.

In terms of data analysis, I used SPSS statistical software to make a descriptive statistical analysis of the questionnaire survey data, including calculating the mean value, standard deviation, frequency distribution, etc. At the same time, I also used factor analysis and correlation analysis to explore the relationship between career planning, professional values, internship practice and enterprise participation.

The analysis of in-depth interview data mainly adopts the content analysis method, which classifies, sorts and summarizes the interview records, extracts key information and viewpoints, and further analyzes and explains the research questions.

Through the above data analysis methods, I will be able to draw conclusions about the impact of career planning, professional values, internship practice and

enterprise participation on the employment quality of vocational college students, and put forward corresponding development strategies.

## 4. RESEARCH RESULTS AND DISCUSSION

### 4.1 The Impact of Career Planning on Employment Quality

Career planning has a key impact on the employment quality of higher vocational students. Effective career planning is conducive to college students' study and development after entering the job, and can help vocational college students to clarify their career goals and development paths, and enhance self-confidence and self-identity. By planning their career, vocational college students can prepare and make action plans in advance, so as to fully understand their interests, skills and values, and carry out targeted self-improvement and development. This helps vocational students better adapt to the needs of their careers during the employment process. At the same time, career planning can help vocational students better understand the job market, master employment information, and choose the career direction suitable for their own development. Through investigation, research and practical experience, it is found that career planning can improve vocational students' employment matching degree and the accuracy of selection, and help them find employment opportunities that meet their interests and abilities. The most important thing is that career planning can help vocational college students establish a good career network and interpersonal relationship. Through exchanges and cooperation with industry experts, teachers, classmates and alumni, vocational students can obtain more career information and advice, and expand opportunities and channels for career development. Therefore, I suggest that schools and education departments strengthen career planning education, identify career-related professional measurement tools and means, and provide relevant resources and guidance to help vocational students form a scientific and comprehensive self-understanding and do a good job in career planning, so as to improve the quality of their employment.

### 4.2 The Impact of Vocational Values on Employment Quality

Vocational values are a person's ideas and beliefs about career choice and development, which play an important guiding role in the employment process of vocational college students. First of all, the correct vocational values can help vocational students better choose their own career. With the change of society and the diversification of professions, vocational students are faced with numerous career choices, and the correct vocational values can make them clear their career interests and

abilities, and choose the career that matches them. Only by choosing a suitable career can vocational students give full play to their advantages in their work.

Career development is a long-term process, allowing students to establish correct career values can make vocational students clear their career goals and development direction, and make corresponding career plans. Through good career planning, vocational students can improve their professional quality and ability in a planned way, constantly iterate their career path, and improve career competitiveness and employment quality.

However, there are some problems in the vocational values of vocational students at present. On the one hand, some vocational students pay too much attention to material benefits, lack of passion and pursuit of career, easy to choose a career that is not suitable for themselves or just for the pursuit of high salary. On the other hand, some vocational students lack effective guidance and education on the cultivation of professional values, and lack a clear understanding and plan for career development. These problems seriously affect the vocational choice and development of vocational students, and reduce the quality of employment.

In view of the above problems, this study puts forward some suggestions. First of all, the education department should strengthen the guidance and education of vocational values of higher vocational students, cultivate their correct vocational concepts and attitudes, so that college students can re-understand their personal value. Secondly, schools and enterprises can strengthen cooperation and provide more internship opportunities, so that vocational students can get in touch with the real career environment and enhance their cognition and understanding of the career. Finally, schools and enterprises can also jointly promote the training and guidance of career planning and development, pay special attention to personalized education, understand the career interests and values of individual students, etc., which is conducive to the matching of people and jobs after entering the future, realize the optimization of career development, and help vocational students to clarify their career goals and development paths.

#### **4.3 The Impact of Internship Practice on Employment Quality**

Internship practice can provide vocational students with practical work experience and make them familiar with the actual operation and working environment in their professional field. Through personal participation in practice, vocational students can understand the application of professional knowledge in practical work and learn the ability to solve practical problems. Such practical experience plays a positive role for them in the process of job hunting, so that they can show their practical operation ability and practical experience in the interview, application and other links; On the other

hand, practical practice can improve vocational college students' employability and adaptability. In the process of internship practice, vocational students need to face specific work tasks and work pressure, cooperate with others and solve problems. Such experience can cultivate vocational students' ability of organizing, communicating, cooperating and solving problems, so that they have better working ability and adaptability. In the process of job hunting, the improvement of these abilities will undoubtedly bring more job opportunities and development space for them.

#### **4.4 The Impact of Enterprise Participation on Employment Quality**

Enterprise participation has an important impact on the employment quality of vocational college students. The training opportunities provided by enterprises can help vocational students better adapt to the working environment and improve their vocational ability. These training can be the cultivation of professional skills, but also can be the cultivation of professional quality and professional ethics. Through training, vocational college students can better cope with various challenges in the employment process and improve their employment quality. At the same time, enterprises can also help vocational students to clarify their career goals and development paths, and provide career counseling, career planning, promotion and promotion guidance.

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## **5. DEVELOPMENT STRATEGY**

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### **5.1 Strengthen Career Planning Education**

Strengthening career planning education is an important strategy to improve the employment quality of vocational college students. Career planning refers to the process in which individuals plan and manage their career development according to their own values, interests, abilities and goals. By strengthening career planning education, vocational students can better understand themselves, clarify their career goals and development paths, and improve the accuracy and effectiveness of career selection and development. Concrete measures:

1. Strengthen the career planning education for students. Schools may set up career planning courses and provide related career planning guidance and consulting services to help students understand the importance of career planning and master the basic methods and skills of career planning. In addition, schools can organize career planning lectures and workshops, invite industry experts and successful professionals to share their experiences and stories, and stimulate students' interest and motivation in career planning. It can also identify career-related professional measurement tools and means for vocational students, and provide relevant resources and guidance to help vocational students form a scientific

and comprehensive self-understanding<sup>2</sup>. Provide more practical opportunities and resources to promote students' career development. Cooperate with enterprises to carry out internship programs and school-enterprise cooperation projects to provide students with internship and practical opportunities. Through practice, students can understand the actual situation of the industry and profession, gain practical work experience, and improve employability and competitiveness. Schools can also set up a career development fund to finance students' participation in vocational training and refresher courses to increase students' vocational knowledge and skills. 3. Schools can strengthen cooperation with enterprises and industries to provide students with more career opportunities and development platforms. For example, it can establish a talent supply and demand docking platform with enterprises, promote school-enterprise cooperation, and promote students' employment. It can cooperate with industry associations and chambers of commerce to organize industry internships and career recruitment activities to provide students with a broad space for career development.

## 5.2 Guide Higher Vocational Students to Establish Correct Career Values

First, strengthen professional ethics education. Universities can offer relevant courses or lectures to impart knowledge and concepts of professional ethics to students and guide them to establish correct professional values. The content of education may include such aspects as professional ethics, professional responsibility, and professional ethics.

Secondly, career development counseling and guidance services are provided. Schools can set up career development centers or career guidance centers to provide personalized career counseling and guidance services to students. These services can help students understand their interests, strengths and goals, guide them to establish correct career values and make career plans that meet their development needs.

Third, carry out career-oriented practical activities. Schools can organize various kinds of practical activities, such as vocational experience, internship and training, so that students can personally feel the importance of vocational practice, understand the working environment and requirements of different vocational fields, and promote students' cognition and understanding of their career choice and development orientation through practical activities.

Fourthly, strengthen the cooperation with enterprises. Schools can establish cooperative relations with relevant enterprises, carry out school-enterprise cooperation projects, construction of internship and training bases, etc., so that students can have direct contact with the actual working environment, and communicate and interact with enterprise employees. Through cooperation

with enterprises, students can better understand the current situation and trend of career development and establish correct professional values.

Finally, strengthen the cultivation of professional development literacy. Schools can cultivate students' career development qualities, such as communication ability, problem solving ability, teamwork ability and innovation ability, through curriculum setting and activity organization. The cultivation of these qualities can help students better adapt to the needs of career development and establish correct professional values.

## 5.3 Take an Active Part in Internship Practice

Active participation in internship practice allows vocational students to gain valuable experience in the actual work environment. Through internship, vocational students can personally participate in work tasks, understand the requirements and responsibilities of specific posts, and learn and master professional knowledge and skills. This kind of practical study and exercise is helpful to improve the students' practical operation ability and problem-solving ability; Internship practice can also understand a variety of career development opportunities, industry dynamics and career opportunity resources, so that vocational students more clearly understand their career interests and advantages, and targeted career planning, so as to better adapt to the requirements of career development.

## 5.4 Strengthen Cooperation With Enterprises

Vocational college students should take the initiative to contact with enterprises and strengthen communication and exchange with enterprises. Encourage enterprises to participate in internship practice, project cooperation and other activities, establish long-term cooperative partnership with enterprises, and clarify their career goals and development direction. Establish an enterprise human resource management system with Chinese characteristics to create an environment for entrepreneurs to grow up. We should actively explore the human resource management model with Chinese characteristics, including enterprise development strategy, work planning and analysis, recruitment and training, performance evaluation, career planning, corporate culture and other contents, so that college students can "give full play to their talents" after entering the enterprise. At the same time, society should actively create a social environment for entrepreneurs to grow up. Through close cooperation with enterprises, vocational college students can get more career development opportunities and support, which is conducive to improving the quality of their employment.

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