

# The Influencing Factors and Development Opportunities of Local Employment for Graduates from Universities in Dalian

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**Abstract:** *The influencing factors of local employment for graduates from universities in Dalian mainly include policies, higher education, enterprise demand, and personal abilities. The government should strengthen the construction of the local employment market, guide and promote the development of the local employment market. Universities should strengthen employment guidance, enhance the employability and quality of graduates, strengthen cooperation with enterprises, and provide more employment opportunities for students. Enterprises should actively assume social responsibility, provide more employment opportunities for college graduates, and strengthen training and development for graduates. At the same time, individuals should continuously improve their own abilities, pay attention to the development of the local job market, and actively seek suitable employment opportunities for themselves.*

**Keywords:** Graduate, Local employment, Influence factor, Development opportunities.

## 1. Introduction

With the rapid development of China's economy and the acceleration of urbanization, the issue of employment for college graduates has become increasingly prominent and has become a focus of current social attention. Dalian, as an important city in Northeast China, has particularly prominent employment issues for its college graduates. The employment status of graduates from universities in Dalian is not only related to their own career development, but also to the economic development and social stability of Dalian city. Therefore, in-depth research on the influencing factors and development opportunities of local employment for graduates from universities in Dalian has important theoretical and practical significance for promoting the solution of employment problems for graduates from universities in Dalian.

## 2. The Current Situation of Local Employment for College Graduates

### 2.1 The Competition for Local Employment Among College Graduates is Fierce

Dalian has obvious advantages in higher education resources, with 30 regular higher education institutions, 3 government affiliated universities, 23 provincial universities, 2 municipal universities, and 2 out of town universities in Dalian campus. There are about 397000 students in universities and approximately 104000 college graduates in 2024. The number of college graduates has been increasing year by year, while the growth of high-quality jobs available in society is relatively slow, resulting in fierce competition for graduates in the local job market. Many positions have a large number of applicants and a low employment rate. The emergence of this phenomenon is related not only to the quantity and quality of universities in Dalian, but also to the government's employment policies and the industrial structure of Dalian. Dalian region has well-known universities such as Dalian University of Technology, Northeast University of Finance and Economics, and Dalian Maritime University, providing

rich employment options for college graduates. At the same time, the industrial structure in Dalian is mainly composed of manufacturing and service industries, providing many employment opportunities for college graduates. Therefore, the number of local employment opportunities for college graduates has been increasing year by year.

### 2.2 The Quality of Local Employment for College Graduates Still Needs to be Improved

Although the number of local employment opportunities for college graduates has been increasing year by year, the competition pressure for job positions is also increasing, and the employment quality of some college graduates is not high. In addition, the industrial structure in Dalian is mainly based on traditional manufacturing, and the employment opportunities provided for college graduates are relatively single, making it difficult to meet the diverse career needs of college graduates. Most of the small and medium-sized enterprises in Dalian have deficiencies in salary and benefits, career development opportunities, training systems, and other aspects. There are few large enterprises that cannot provide sufficient high-quality employment opportunities for graduates. The professional settings and course content of some universities may not keep up with the changing demands of local industry development in a timely manner, resulting in a gap between the knowledge and skills of graduates and the actual needs of the local job market.

## 3. Factors Affecting Local Employment of College Graduates

### 3.1 Policy Factors

Government policies are one of the important factors affecting the local employment of graduates from universities in Dalian. The government has a direct or indirect impact on the local employment market in Dalian through the formulation and implementation of a series of policies.

Firstly, the government has a positive impact on the local employment of college graduates in Dalian by formulating

and implementing employment promotion policies. These policies include providing employment training, employment information, and employment services. Through these policies, the government encourages and guides local enterprises in Dalian to prioritize recruiting college graduates and improve their employment opportunities. In addition, the government has established a special employment fund to support college graduates in finding employment locally and reduce the difficulty of employment for college graduates in other places.

Secondly, the government has a positive impact on the local employment of graduates from universities in Dalian by formulating and implementing talent introduction policies. These policies include providing subsidies for talent introduction and offering talent apartments. Through these policies, the government attracts and retains college graduates to work locally, enhancing the attractiveness of the local job market. In addition, the government has established a talent reserve pool to include college graduates in the scope of reserve talents, thereby improving the stability of employment for college graduates.

Once again, the government has had a positive impact on the local employment of graduates from universities in Dalian by formulating and implementing regional development strategies. These strategies include the Northeast revitalization strategy and the Belt and Road strategy. Through these strategies, the government guides local enterprises in Dalian to prioritize recruiting college graduates and improve their employment opportunities. In addition, the government has established regional development funds to support local employment for college graduates and reduce the difficulty of employment for college graduates in other regions.

Finally, the government has had a positive impact on the local employment of college graduates in Dalian by formulating and implementing industrial policies. These policies include supporting emerging industries and upgrading traditional industries. Through these policies, the government guides local enterprises in Dalian to prioritize recruiting college graduates and improve their employment opportunities. In addition, the government has established industry funds to support local employment for college graduates and reduce the difficulty of employment for college graduates in other regions.

### 3.2 Economic Factors

The economic development level of Dalian city is relatively high nationwide. The industrial structure of Dalian is relatively developed, especially the rapid development of heavy industry and high-tech industries. The development of these industries has provided a large number of employment opportunities for the job market in Dalian, attracting a large number of college graduates to come and work. At the same time, the economic development of Dalian has also provided relatively generous salary benefits and a good working environment for college graduates.

The economic development of Dalian has also had a positive impact on the local employment of college graduates. With

the rapid development of Dalian's economy, the demand for talent is also increasing. The Dalian Municipal Government actively encourages and supports college graduates to find employment locally, providing various preferential policies and support measures for college graduates. These measures include providing employment training, subsidizing employment expenses, providing housing subsidies, etc. These measures have effectively increased the willingness and opportunities for college graduates to find employment locally, promoting the prosperity and development of the local job market.

The development of Dalian's economy has a direct impact on the local employment of college graduates. The rapid development of Dalian's economy has provided more employment opportunities and a good working environment for college graduates, while also bringing opportunities and challenges for local employment for college graduates. The Dalian Municipal Government should continue to increase its support for the local job market, provide more employment opportunities and support measures for college graduates, and promote the prosperity and development of the local job market. At the same time, college graduates should continuously improve their professional skills and qualities to adapt to the development of Dalian's economy and the demands of the job market.

### 3.3 Educational Factors

The quantity and quality of universities in Dalian have a direct impact on local employment. The quantity and quality of universities in Dalian directly affect the supply of the local job market. The higher the quantity and quality of universities in Dalian, the more abundant the supply of local employment market, thus providing more opportunities for local employment. Meanwhile, the education level and quality of universities in Dalian are also important factors affecting local employment. The higher the education level and quality of universities in Dalian, the more competitive and innovative the talents they cultivate, which will bring more high-quality talents to the local job market and improve its competitiveness.

The education level of universities in Dalian also affects the type and direction of local employment. The higher the education level and quality of universities in Dalian, the more specialized and targeted the talents they cultivate. This will bring more professional talents to the local job market, thereby providing more specialized and distinctive employment opportunities for the local job market. At the same time, the education level of universities in Dalian will also affect the direction of local employment. The higher the education level and quality of universities in Dalian, the more innovative and forward-looking the talents they cultivate. This will bring more innovative and forward-looking employment opportunities to the local job market, thereby bringing more opportunities and challenges to the local job market.

The education level of universities in Dalian has a significant impact on local employment. The higher the education level and quality of universities in Dalian, the more competitive and innovative the talents they cultivate, bringing more

high-quality talents to the local job market and enhancing its competitiveness. At the same time, the education level of universities in Dalian will also affect the types and directions of local employment, bringing more specialized and distinctive employment opportunities, as well as innovative and forward-looking employment opportunities to the local job market, thereby bringing more opportunities and challenges to the local job market.

### 3.4 Regional Factors

Regional factors play an important role in the impact of local employment for college graduates. As the economic, cultural, technological, and tourism center of Northeast China, Dalian's geographical location has had a profound impact on local employment.

Firstly, Dalian is located at the southern end of the Liaodong Peninsula, facing the Yellow Sea to the east and Dalian Bay to the south, with a superior geographical location and convenient transportation. This has made Dalian an important window for external exchanges in Northeast China, attracting a large number of foreign-funded enterprises to settle in and providing abundant opportunities for local employment. Especially in recent years, the Dalian Municipal Government has actively introduced foreign investment, promoted industrial structure upgrading, and provided more job opportunities for local college graduates.

Secondly, as a technological innovation center in Northeast China, Dalian's geographical location has an impact on local employment in terms of industrial layout. Dalian has numerous high-tech industrial bases, such as software parks, high-tech zones, etc. The development of these industrial bases provides a large number of employment opportunities for local college graduates. In addition, Dalian also has abundant tourism resources, such as Xinghai Square and Bangcui Island, which provide employment opportunities for local college graduates in related fields such as tourism and cultural industries.

Furthermore, the impact of Dalian's geographical location on local employment is also reflected in talent competition. Dalian, as the economic center of Northeast China, has attracted a large influx of talents. This puts local college graduates under significant competitive pressure in the job market. In order to enhance their competitiveness, college graduates need to continuously improve their professional skills and comprehensive qualities to meet market demands.

In addition, the impact of Dalian's geographical location on local employment is also reflected in policy support. The Dalian Municipal Government has introduced a series of preferential policies to encourage local employment for college graduates, such as providing housing subsidies and entrepreneurship support. These policies provide a favorable employment environment and development space for local college graduates.

## 4. Strategic Suggestions for Local Employment of Dalian University Graduates

### 4.1 At the Government Level

In the research on the influencing factors and development opportunities of local employment for college graduates, the government plays a crucial role. The government needs to take a series of measures to improve the local employment rate of graduates from universities in Dalian. This study will propose strategic recommendations at the government level to provide strong support for local employment of graduates from universities in Dalian.

Firstly, the government should increase its support for local enterprises and guide them to prioritize recruiting graduates from local universities. The government can encourage companies to target local college graduates for recruitment through policy measures such as tax incentives and funding subsidies, thereby increasing local employment rates. In addition, the government can establish close cooperative relationships with enterprises, regularly hold school-enterprise job fairs, and provide more employment opportunities for college graduates.

Secondly, the government should strengthen employment guidance and training for college graduates to enhance their competitiveness in the job market. The government can establish specialized employment guidance agencies to provide employment policy consultation, job information release, career planning guidance and other services for college graduates. At the same time, the government should increase investment in training, organize various vocational training courses, and improve the professional skills and employability of graduates.

Thirdly, the government should optimize the employment environment for college graduates and create more job opportunities. The government should increase its support for the non-public economy, encourage social forces to invest and develop, and create more job opportunities. In addition, the government can promote industrial transformation and upgrading, guide enterprises to increase investment in emerging industries, and provide more development opportunities for college graduates.

Fourthly, the government should strengthen support and guidance for college graduates to start businesses, and stimulate their entrepreneurial enthusiasm. The government can establish specialized entrepreneurship guidance institutions to provide services such as entrepreneurship policy consultation, entrepreneurship training, and entrepreneurship funding support for college graduates. At the same time, the government should also improve the entrepreneurship service system and provide comprehensive support for college graduates to start their own businesses.

Fifth, the government should increase investment in local universities to improve the quality of their talent cultivation. The government should increase financial support for local universities, improve their faculty, teaching facilities, and research level. In addition, the government should strengthen cooperation with universities, promote the integration of industry, academia, and research, and cultivate high-quality talents that meet market demand.

#### 4.2 At the University Level

Universities play a crucial role in improving the local employment rate of graduates from universities in Dalian. To achieve this goal, universities need to take a series of measures, including improving the quality of education and strengthening school enterprise cooperation.

Firstly, universities should improve the quality of education and provide students with higher quality educational resources. Universities should focus on improving curriculum design, teaching methods, and faculty to enhance students' professional skills and overall quality. At the same time, universities should strengthen practical teaching and provide students with more practical opportunities to better understand the needs of enterprises and enhance their employment competitiveness.

Secondly, universities should strengthen school enterprise cooperation and establish closer ties with local enterprises. School enterprise cooperation can provide more internship and employment opportunities for students, as well as more talent resources for enterprises. Universities can collaborate with enterprises to jointly develop courses, conduct scientific research, and engage in practical activities to enhance students' employment competitiveness.

Finally, universities should take a series of measures to improve the local employment rate of graduates from Dalian universities. These measures include improving the quality of education, strengthening school enterprise cooperation, focusing on students' career planning and employment guidance, emphasizing the cultivation of students' innovation and entrepreneurship abilities, emphasizing the cultivation of students' comprehensive quality and humanistic literacy, emphasizing the cultivation of students' international vision and cross-cultural communication skills, etc. Through these measures, universities can improve the local employment rate of graduates from Dalian universities and provide more employment opportunities for students.

#### 4.3 At the Enterprise Level

Firstly, enterprises should focus on talent cultivation and employee training. Dalian university graduates have strong academic backgrounds and practical abilities. Enterprises can cooperate with universities to carry out internships, practical training and other activities, providing practical experience and skills training for university graduates. In addition, enterprises should regularly organize employee training to improve their professional quality and comprehensive abilities, and provide more development opportunities for college graduates.

Secondly, companies should provide competitive compensation and benefits. Dalian college graduates have high requirements for salary and benefits. Enterprises should develop competitive salary and welfare systems based on market conditions to attract and retain outstanding graduates. At the same time, enterprises should also provide a comprehensive welfare system, such as employee health insurance, employee pensions, etc., to enhance employees' sense of happiness and belonging.

Once again, enterprises should pay attention to the construction of corporate culture. Corporate culture is one of the important factors that attract talents to enterprises. Having a positive and proactive corporate culture can enhance employee cohesion and sense of belonging, thereby attracting graduates from universities in Dalian for employment. Enterprises should pay attention to the construction of corporate culture, and enhance employees' sense of corporate identity and belonging through organizing employee activities, organizing corporate culture training, and other means.

Finally, enterprises should strengthen cooperation with universities. The cooperation between enterprises and universities can achieve resource sharing, improve the technological level and talent cultivation ability of enterprises. Enterprises can collaborate with universities to carry out industry university research projects, promoting technological innovation and talent cultivation. Meanwhile, enterprises can also collaborate with universities to carry out school enterprise cooperation projects, providing more employment opportunities for graduates from universities in Dalian.

#### 4.4 On a Personal Level

In the current economic environment, graduates from universities in Dalian are facing severe employment pressure. Therefore, improving their own quality and competitiveness has become the key for them to stand out in the local job market. This study will propose some strategic suggestions from an individual perspective to help Dalian university graduates enhance their employment competitiveness.

Firstly, graduates from universities in Dalian should pay attention to their professional skills and knowledge reserves. In the current context of technological change and industrial upgrading, talents with rich knowledge and skills will be more favored by enterprises. Therefore, graduates from universities in Dalian should continuously improve their professional competence through learning, practice, and reflection to meet the needs of social development. At the same time, they should also pay attention to industry trends and updates their knowledge system in a timely manner to maintain their competitiveness.

Secondly, graduates from universities in Dalian should pay attention to their social skills and interpersonal relationships. In the local job market, good social skills and interpersonal relationships will help them better integrate into the workplace, expand their network resources, and enhance their career development space. Therefore, graduates from universities in Dalian should learn to communicate, collaborate, and interact with others, and improve their social skills and emotional intelligence. In addition, they should also pay attention to their own image and temperament to enhance their professional image and attractiveness.

Thirdly, graduates from universities in Dalian should pay attention to their career planning and professional ethics. In the current job market, talents with clear career plans and good professional ethics will be more favored by enterprises. Therefore, graduates from universities in Dalian should develop reasonable career plans based on their interests and strengths, and pay attention to their professional qualities such

as integrity, sense of responsibility, and teamwork spirit. At the same time, they should also pay attention to their own career development and growth, in order to enhance their professional quality and competitiveness.

Finally, graduates from universities in Dalian should pay attention to their own innovation ability and entrepreneurial spirit. In the current economic environment, innovation ability and entrepreneurial spirit will become important support for them to realize their own value and development. Therefore, graduates from universities in Dalian should pay attention to their own innovation ability and entrepreneurial spirit, such as being brave enough to try new things, daring to take risks, and taking risks. At the same time, they should also pay attention to entrepreneurship education and training to enhance their entrepreneurial qualities and abilities.

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