

Feasibility Analysis on Building a Job-seeking Platform for Migrant Workers

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Abstract

As an important part of my country's labor force, migrant workers are of great significance to solve the job-seeking problem of this group to promote domestic economic development and people's livelihood harmony. The article comprehensively considers the background of the normalization of the domestic epidemic, the slow economic recovery and the current situation of the online job market, and makes a detailed analysis of the internal and external advantages and disadvantages of the platform with the help of the SWOT model. Since there is a problem of information gap between employers and job seekers, the feasibility of building a job search platform for migrant workers in cities is analyzed.

Keywords

Migrant Workers; Job Search Platform; SWOT Analysis.

1. Portraits of Migrant Workers

1.1. Definition of Related Concepts

(1) Migrant workers

According to the "Research on the Relationship between Psychological Adaptation and Social Integration of Migrant Workers", migrant workers refer to those who have worked in non-agricultural industries from rural areas to cities for more than 6 months, and their hukou is still in rural areas. [1] After summarizing the meaning of migrant workers, it mainly includes two layers of connotation, the first is in geographical location: the spatial location of people has changed across a certain area within a certain time and range, and the second is in the household registration. The household registration of the upper population: The location of their household registration has changed. Combined, we can think that migrant workers are people who are engaged in various economic production activities in places other than their registered permanent residences.

(2) The new generation of migrant workers

The new generation of migrant workers is included in the above-mentioned scope of migrant workers. Since the new and old migrant workers have different birth years and personality characteristics, we give special instructions to the new generation of migrant workers. The new generation of urban migrant workers were born after the 1990s, and their household registration is still in rural areas. The work and life concepts of the new generation of migrant workers are quite different from those of their parents. They are more inclined to the urban lifestyle and have more diversified concepts. Compared with the rural areas, the new generation of migrant workers are more inclined to to integrate into the city.

1.2. Status of Migrant Workers in Cities

In 2020, the total number of migrant workers in the country is 285.6 million, of which 169.59 million are migrant workers, accounting for about 59.4% of the total number of migrant workers, which is a relatively large number. The eastern and central regions exported the

largest number of migrant workers, accounting for 35.4% and 33.1% of the total output respectively. Among all migrant workers, 1% have never been to school, 14.7% have a primary school education, 55.4% have a junior high school education, 16.7% have a high school education, 12.2% have a college degree or above, and 12.2% have a college degree or above. than increase. [2]

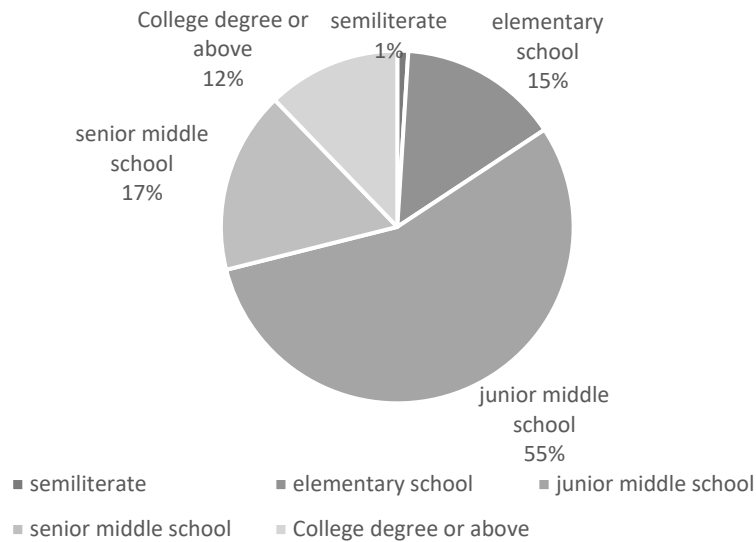


Figure 1. Cultural level of migrant workers

1.3. Employment Status of Migrant Workers

Since 2020, due to the impact of the new crown epidemic, the employment situation has faced tremendous pressure, and the employment situation of migrant workers in cities has become the focus of attention. The report of the 19th National Congress of the Communist Party of China pointed out that employment is the greatest livelihood of the people, and we must adhere to the employment priority strategy and active employment policy to achieve higher quality and fuller employment. However, in the context of the epidemic, migrant workers in cities face the following difficulties in finding employment:

(1) There are limited ways to go out to work. Taking Hengyang City as an example, the new-generation migrant workers have limited career choices. 35.5% of the new-generation migrant workers are referred by their relatives and friends, 17.93% are looking for jobs through job advertisements, and only 7.97% of the new-generation migrant workers are looking for jobs by themselves. Work. [3]

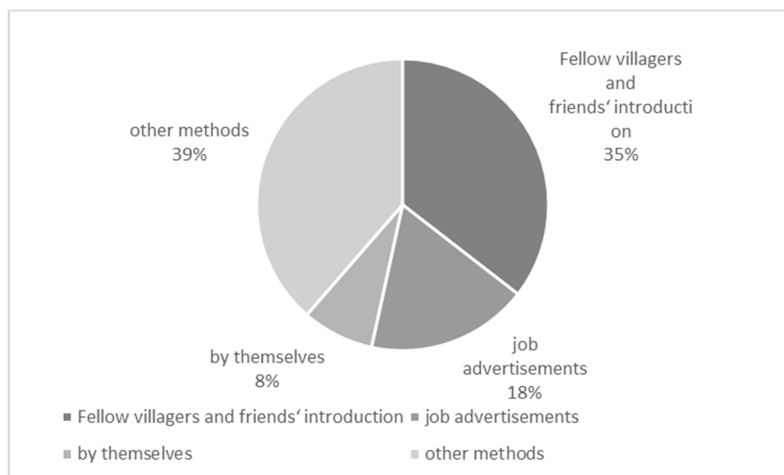


Figure 2. Paths of job selection for the new generation of migrant workers in Hengyang

(2) Due to the limitations of their own skills, there are fewer occupations to choose from. 71.1% of the migrant workers have a junior high school education or below, and their education and professional level is not enough to support them to find satisfactory jobs.

(3) The situation of "short-term work" is serious and cannot enjoy social security benefits. Short-term projects have lower recruitment requirements, so the employees of this type of work are mainly urban migrant workers. They have suffered from being busy looking for jobs, and cannot have a stable job, nor can they enjoy social security benefits.

(4) Against the background of the epidemic, the employment situation is not optimistic. Most companies lay off the number of employees and provide fewer jobs. These phenomena will have a negative impact on the migrant workers who work in cities.

2. SWOT Analysis

2.1. Strength

2.1.1. Advantages of Platform Operation Mode

(1) Protect user information and maintain network security

On the user side, the platform can choose to save data by adopting blockchain technology, and develop information call traces for users to protect the security of users' private information. The authenticity and integrity of the user's personal information.

(2) Adopt user classification, intelligent recommendation service

According to the characteristics of migrant workers, the platform can divide the products into two models and use different specialized services for them. The new generation model is the young generation with higher education level, and it systematically recommends suitable products through various tests. Work. The non-new generation model is the middle-aged and elderly generation, which is served by convenient modes such as information abstract painting and language playback.

(3) Show the credibility of recruitment information and protect the group of migrant workers
The platform can set up an audit department to judge the authenticity of recruitment information from the following three aspects: ① whether the company has uploaded a business license; ② enterprise information publicized by the national enterprise credit information system; ③ user evaluation. These three criteria are weighted to a certain point, and a score is finally calculated. Recruitment information with unqualified scores will not be released. To a certain extent, migrant workers will be protected to prevent them from being deceived.

2.1.2. Break the Talent Limitation of Recruitment Websites

The platform targets users who are migrant workers, and their number tends to expand upwards. However, it is still difficult for the current recruitment websites to reach this group. The existing recruitment websites are aimed at highly educated people with high professional level, so there is no professional platform to provide services for migrant workers in cities. The emergence of the job-seeking platform for migrant workers can break the talent limitations of current recruitment websites, fill the gaps in the online job-seeking industry, provide users with multiple choices, meet the relevant talent needs of enterprises, and improve the employment efficiency of the entire labor market.

2.1.3. Timely Delivery of Employment Information

Due to the characteristics of migrant workers and environmental reasons, the recruitment information released by enterprises cannot be delivered in a timely manner, and the most notable features of employment information are timeliness and effectiveness. The timely delivery of recruitment information can not only effectively alleviate the "labor shortage" of

enterprises, but also solve the problem of "short-term employment" of migrant workers in cities to a certain extent.

2.2. Weakness (Weakness)

2.2.1. Platform Operating Capital Issues

Based on the project capital requirements, project characteristics and other factors, the platform can prepare funds for pre-operation through private equity financing for individual investors, so as to maximize the utilization of funds. However, considering the platform's early stage technology research and development funding requirements, and the platform's indispensable marketing funds, it may cause a series of problems such as the break of the capital chain and the inability of the platform to operate. For some job search platforms with a complete capital chain and perfect risk prevention measures, the capital problem is still one of the disadvantages that cannot be ignored after the company officially operates the platform.

2.2.2. The Contradiction between Platform Management Strategy and Development

Under the current conditions, the platform can basically establish a complete and complete personnel organization structure and enterprise organization management rules, but the existing management strategy is established against the background of a relatively peaceful external environment, and lacks the consideration of maneuvering in the context of the normalization of the current epidemic. The potential threat brought by the epidemic may cause the on-the-job rate and work efficiency of personnel to be unguaranteed at any time, and the early development of the small and micro enterprise platform will become an unavoidable and difficult problem to deal with, because the early development is the most prone to problems. , it requires basic personnel support to survive smoothly, so this contradiction is still one of the disadvantages at the current stage.

2.2.3. Platform Technology Innovation and Lack of Competitiveness

The main innovative projects that the platform can plan to launch include: ① Conducting pre-audits on employers and enterprises applying for registration on the platform and regularly inspecting the business operations of the enterprises to ensure the authenticity and reliability of the recruitment information received by migrant workers; ② According to migrant workers Provide value-added services such as voice broadcast, page font enlargement, and purification of page advertisements according to the different needs of personnel; 3. Protect users' personal privacy from malicious acquisition and use.

For these three innovative projects, the existing technology can basically meet the requirements, but there are still many risks in the operation details: ①The platform audit is one-way, and the company can only be credited based on the materials provided by the employer. This project requires After the platform is officially launched, it will work together with the evaluation and feedback of migrant workers; therefore, there may be a lack of in-depth understanding in the early stage, and the authenticity of the information cannot be fully guaranteed; ② the platform lacks operation for real customers, and it is difficult to know the actual operation. status, and there is no way to know the user's response to cleaning the page. The actual demand for services such as voice broadcasting has a problem of biased theory; 3. After the platform is put into operation, a large amount of technology is still needed to support the operation of platform data and protect user privacy, which is a huge test for the technical construction of the platform in the early stage.

2.2.4. Marketing Problems of Platform Entering the Market

In the fast-developing information age, compared with traditional industries, online job search platforms rely on the Internet, and the overall access threshold is lower. , it is more necessary to quickly highlight the advantages of innovation and attract users, and marketing is the key to solving the crux.

The platform can combine online advertising, offline wall painting campaigns, and point-to-point marketing introductions for employers and enterprises for migrant workers. The advantage is that it can attract the attention of more enterprises and migrant workers and expand the user group, but the subsequent problem is that it requires a lot of manpower and material resources, and it is difficult to achieve results in a short period of time, which may bring the risk of "high effort, low return". Coupled with limited funds, the effect of marketing is uncertain.

2.3. Opportunities

2.3.1. Policy Opportunities

The "Opinions of the General Office of the State Council on Accelerating the Development of Affordable Rental Housing" put forward suggestions on properly solving urban housing problems, clearly pointed out that it is necessary to resist speculation in housing prices, and put forward some supporting policies to alleviate urban household registration difficulties, and Housing issues for new citizens, migrant workers, etc. [4]

The Ministry of Education's "Opinions on Doing a Good Job in Doing a Good Job in the Work of Enrolling in the Local School Entrance Examination for the Children of Migrant Workers Who Moved to the City After Receiving Compulsory Education" also shows the importance of the state for the children of non-local registered employees to receive compulsory education. All departments should coordinate and cooperate, and pay attention to the work of further education and examinations for children who move with them. This policy is a welfare measure for migrant workers, which is conducive to promoting the employment of migrant workers. [5]

2.3.2. Market Opportunities

The user objects of the platform are divided into two categories: one is employer users, and the other is job-seeking users.

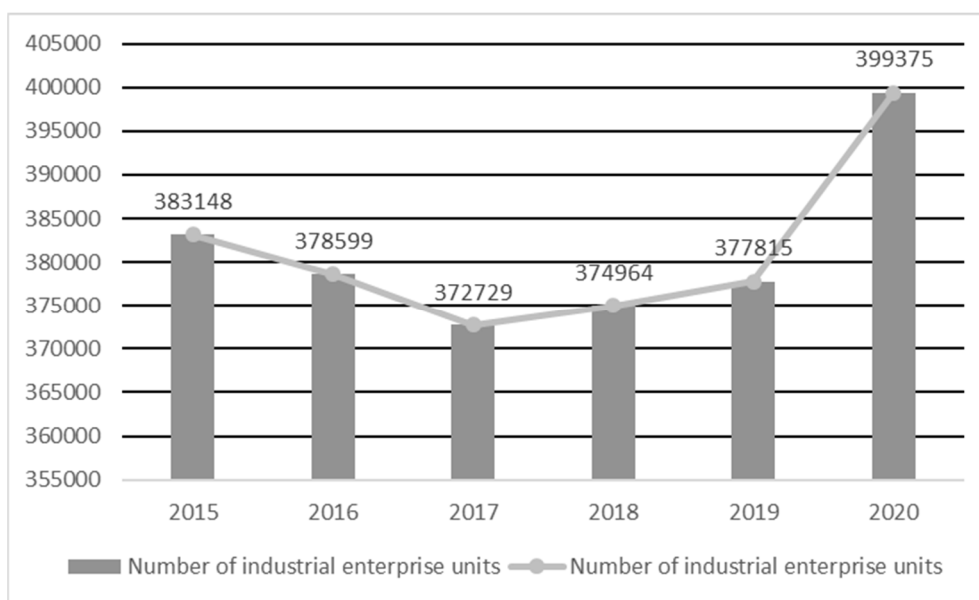


Figure 3. Number of Industrial Enterprise Units

(1) The demand of the employer market is gradually increasing

In recent years, with the advancement of technology, the threshold for establishing an enterprise has gradually decreased, and more and more enterprise units have appeared. According to the National Bureau of Statistics, the number of industrial enterprise units has generally shown an upward trend from 2015 to 2020 (Figure 3). Emerging companies need

personnel to fill the gaps, so employers have an urgent need for job-seekers, and thus an even more urgent need for job-seeking platforms. In addition, due to the limitations of job-seeking channels for migrant workers, there is a lack of information between employers and job-seekers, resulting in a "labor shortage".

(2) Job-seeking users have more urgent needs for this type of products

① The main target users we face are migrant workers, and the number of users can directly affect the prospects of this product. According to the data of national statistics (see Figure 4), the number of migrant workers in cities has increased year by year in recent years, and the number of migrant workers in cities in 2020 will decrease due to the special reasons of the epidemic, but the overall trend in recent years is still an increase. The increase in the number of migrant workers in cities will undoubtedly help such online job search platforms to gain a larger market.

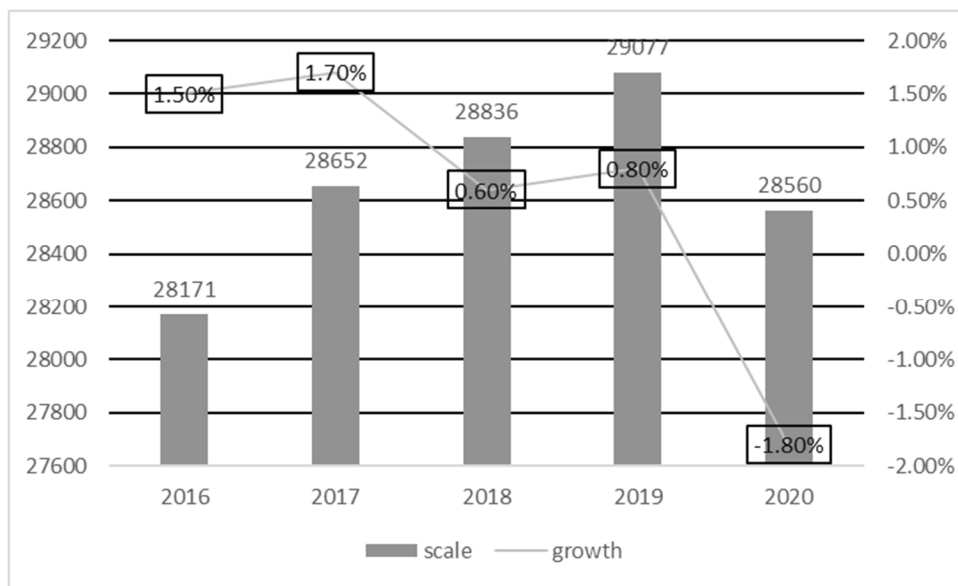


Figure 4. Changes and Growth Rates of Migrant Workers

② Migrant workers are generally not highly educated, so they have less professional knowledge or skills, and it is difficult to have an advantage over those who have received professional training. They are often difficult to obtain stable positions in interviews organized by enterprises. In a large part of the situation, migrant workers can only do some short-term jobs, and they often go wherever there is a job. They will change to a new job every once in a while, so often a user will use this product many times. This is also a potential advantage for such platforms.

2.3.3. Technology Opportunities

(1) Unrestricted ways for users to obtain products

Since the platform is aimed at migrant workers who come from rural areas, in the past few years, many people did not know or were not proficient in using smartphones, so there were very few users who could reach and use this product correctly. With the development of the times, smartphones are now popular in rural areas, so the possibility of users being unable to use the platform due to technical problems is greatly reduced.

(2) The marketing strategy of this product is mainly based on "Weibo", and it also uses social platforms such as "QQ" and "WeChat", and short video platforms such as "Douyin" to jointly promote it. This kind of publicity strategy through the Internet is beneficial. It can be better realized due to the development of technology. On the one hand, "Sina Weibo" has gathered a

large number of potential employer users, and we can promote this product in the form of advertisements and increase its popularity. On the other hand, for migrant workers, in view of the widespread use of social platforms and the popularity of short video platforms, we can easily and efficiently conduct publicity activities through such channels.

2.4. Threat

2.4.1. The New Situation Leads to a Gradual Decrease in User Demand

For migrant workers, the uncertainty brought about by mobility has increased. In addition to economic factors, migrant workers in cities also increase the consideration of epidemic prevention and control. Considering whether the city can obtain sufficient supplies of materials, etc., they tend to move on a smaller scale. In 2020, there were 70.52 million migrant workers across provinces, a decrease of 4.56 million or 6.1% over the previous year.

Table 1. Regional distribution and composition of migrant workers going out in 2020

Unit: 10,000 people, %

By output	The total number of migrant workers			constitute		
	outbound migrant workers	inter-provincial mobility	Intra-provincial mobility	outbound migrant workers	inter-provincial mobility	Intra-provincial mobility
total	16959	7052	9907	100.0	41.6	58.4
East area	4624	719	3905	100.0	15.5	84.5
Central Region	6210	3593	2617	100.0	57.9	42.1
Western Region	5490	2557	2933	100.0	46.6	53.4
North-east area	635	183	452	100.0	28.8	71.2

At the policy level, with the implementation of three policies related to agriculture, pension and rural governance, living support and housing support, as well as the establishment of national agricultural industry development demonstration zones, the economic level of rural areas has generally improved, and the urbanization of migrant workers has increased. Attractiveness has declined, and the number of migrant workers in cities has declined to a certain extent.

For enterprises, on the one hand, the uncertainty of the epidemic affects the company's job arrival rate and work efficiency, and the company's production and operation activities need to be stable and guaranteed, and the demand for labor is outstanding. Therefore, the problem of being unable to arrive on the job in time after the online contract is signed It's a big hazard. On the other hand, due to the irregular occurrence of clustered epidemics in China, coupled with political instability on the international fringes and other factors, the production and operation activities of domestic enterprises have been affected, the overall level of the domestic economy has dropped to a contraction range, and the overall recruitment demand of enterprises has shown a downward trend.

2.4.2. Intense Market Competition in the Same Industry

There are too many homogenized recruitment apps in the market. Faced with a wide variety of recruitment apps with different characteristics, users will be at a loss, and then they prefer to choose the ones with high reputation and wide popularity. This platform is an emerging recruitment app. , it is difficult to enter the market in the short term and become the preferred platform for job seekers.

In addition, such apps have low entry barriers, and high-quality segments are easy to be imitated by the same industry. If there are no continuous features and innovative functions, user stickiness will decline, and then they will be abandoned by users and eliminated by the market. In the current economic and market downturn, the old brand enterprises have obvious advantages, with a complete capital chain, mature technical support, and complete staffing.

2.4.3. The Domestic Economy is Sluggish

Under the influence of the global new crown epidemic, the global economic situation is sluggish. Establishing a new company at a time when the domestic economy is picking up but still growing slowly is bound to face many challenges. At the time of preparation, the price of labor and goods in the market increases, and the cost of establishing a company increases. In terms of financing, investors will put their funds on safer projects, and financial institutions have stricter requirements for auditing corporate loans, so the difficulty in financing will increase; in terms of capital recovery, the platform's profit points mainly include migrant workers. Under the economic pressure of the epidemic, companies and individuals will choose lower-cost recruitment methods, which will reduce the profitability of the platform, lengthen the capital recovery cycle, and increase the risk of capital chain breakage.

3. Conclusion

Nowadays, a mature platform dedicated to the job search of migrant workers in cities is still relatively rare. After considering the four elements of strengths, weaknesses, opportunities and threats at the same time, we found that there are both opportunities and risks to build a job-seeking platform that has humanistic care and can practically solve practical problems. It is necessary to combine the characteristics of migrant workers and the internal and external factors of the job search platform, strive to transform disadvantages into advantages, and capture internal and external opportunities to seek maximum development.

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