

Research on the Factors Influencing Women's Employment and Countermeasures in The Era of Mobile Internet

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Abstract

With the outbreak of the epidemic, economic development has been adversely affected and the employment situation of women has become more severe. How can women in the new era seize the opportunity to increase employment rate and employment level in the mobile Internet era. This paper analyzes the impact on women's employment from five aspects: women's entry, salary income, the degree of influence of women in different occupations, promotion, and lifelong development, and then proposes the following countermeasures: improve laws and regulations and policies to provide employment protection; promote ideological changes to optimize the employment environment; strengthen economic construction to promote employment development; and improve self-quality to enhance employability. Through these practical countermeasures, we aim to improve the success rate of female job creators and provide material protection and spiritual support for female job creation..

Keywords

Mobile Internet, Female Employment, Entrepreneurship.

1. Introduction

The number of new job seekers in China is very large every year, and the labor market is oversupplied. With the outbreak of the epidemic, economic development has been adversely affected and the employment situation has become even more severe. On the one hand, the total amount of pressure is huge, with more than 15 million new laborers in need of employment in cities and towns in 2022, but at this stage, China can only provide 8-10 million new jobs each year. Coupled with the impact of the epidemic, the development of enterprises has been adversely affected, and the employment demand is not enough to absorb all the new labor force. On the other hand, structural contradictions are prominent, with low-skilled labor having difficulty finding jobs and a great shortage of skilled personnel. In this employment context, the employment situation of women is even more difficult. According to historical data, women's employment rate is significantly lower than men's due to their physical strength and social traditions. In China, the concept of "male domination and female domination" is solidified, and women's energy is more devoted to taking care of the family. In addition, the release of the two-child policy after 2015 has brought new challenges to women's employment. How to balance family and work, how to balance childcare and career has become a roadblock for women's career development, which greatly affects the employment rate of women. How to use the opportunity of the mobile Internet era to solve women's employment problems is not only important for achieving women's independence, but also very important for "stabilizing employment and promoting development".

2. Current status of domestic and international research

In China, Guo (2012) studied whether married women work or not and found that the role of personal factors such as age is more critical and the influence of husband's income is gradually

weakening. Lu, Lili (2014) showed that the contribution of education to the labor force participation of married women is decreasing, and family responsibilities such as child care are hindering women's labor force participation, and the participation rate decreases as the number of children increases. Using data from the China Household Survey, Zhang Resist Private and Gu Jingshuang (2020) find that childbearing is not only an important barrier to work participation, but also takes time away from women's work and thus reduces income levels, and the higher the education level of women, the more their work is negatively affected by childbearing. In terms of macro factors, Pan Jintang (2002) argues that the market-oriented reforms undertaken in China have led to a weakening of policy protection for female groups and a gradual decrease in female labor participation in a competitive market. Other scholars analyze from the perspective of gender antagonism, Ding Renfun and Luo Keren (2007) found that the female group suffers from discrimination in the labor market, and it is gradually increasing, which leads some women to either passively or actively choose to withdraw from the workplace. Ma Shuang et al. (2017) based on CHFS data showed that the minimum wage increase increased the probability of female participation in the labor market, especially for low-educated, middle-aged women. The technological progress has changed the whole world, and the extensive use of Internet technology has changed our productive life and redefined the mode of female employment. In an era of rapid technological development, many scholars have analyzed the changes in women's employment in the context of the use of the Internet. In the age of the Internet, remote work not only reduces commuting time, but also reduces the constraints of physical conditions on work, making employment easier and more convenient. Stevenson (2009) argues that the Internet has increased women's chances of entering the workplace by making it easier to achieve job fit through online communication and information sharing. Dettling (2017) found that women's use of the Internet can have a significant impact on them in terms of allocating work time and employment choices.

3. Factors affecting women's employment

According to the survey, the impact of childbirth on women's employment is very significant. The following is an analysis of the impact of having two children on women's employment in five aspects: women's entry, salary income, the degree of impact on women in different occupations, promotion, and lifelong development.

3.1. Impact on women's employment

Women are the direct bearers of population reproduction, and having two children will take more time and experience for them. In addition to the 10 months of pregnancy and about a year of breastfeeding, women will spend more time caring for their children during the process. For women who work, they are also responsible for their jobs. Under such circumstances, employers often consider that women will spend more time and experience in family after giving birth to a child, and their work efficiency is often not as good as men's. On the other hand, considering the cost of employment, when women give birth to a second child, the employer will bear the cost of childbirth twice, i.e., the cost of maternity examination, the cost of delayed employment during maternity leave, and the allowance for breastfeeding period, etc., all greatly increase the cost of the employer. The cost to the employer is greatly increased. Therefore, they will generally put the risk forward and raise the threshold for women's entry, and some positions even restrict the gender and recruit only male workers, resulting in discrimination against women.

3.2. Impact on women's wage income

According to Becker's personal bias discrimination model, in a perfectly competitive labor market, a business owner will pay women less for their work because he is biased against them.

The model of discrimination against female employment by the business owner is shown in Figure 1 below, assuming that the real return to labor is MRP and d is the amount of productivity depreciation of female workers by the business owner. Due to bias, the wage rate is $W_f = W_m - d$ when a woman has one child in order to bring the labor market to equilibrium. d_1 is the productivity depreciation of a woman after having one child and $d_1 + d_2$ after having two children. the wage rate of a woman before having a child is W_m , and due to employer bias, the wage of a woman drops to $W_m - d_1$ after having one child and to $W_m - d_1 - d_2$ after having two children. -It can be seen that according to Becker's personal bias discrimination theory, women's childbearing behavior makes productivity lower and the wage rate decreases continuously. On the other hand, employer discrimination bias exposes women to greater risk of unemployment. If employers do not discriminate between men and women, the number of female workers at market equilibrium is N_0 , and after a woman gives birth to a child, the female wage becomes $W_m - d_1$ due to the bias of employers against women, and if there is no discrimination, the female employment should reach N_1 , then women will face the risk of unemployment of $N_1 - N_0$ due to employer discrimination. By the same token, after the implementation of the comprehensive two-child policy, employers still recruit only N_0 female workers due to discrimination bias, then women will face a greater risk of unemployment at this time, that is, $N_2 - N_0$.

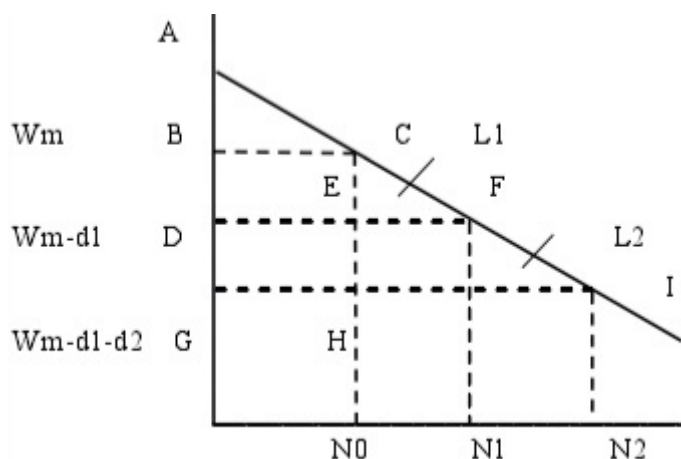


Figure 1: The influence of female income

As mentioned above, women face more serious employment discrimination after having a second child, which is reflected in lower wages and greater risk of unemployment. In order not to affect their job development, they will become hesitant to have a second child, and the final result is that most of them choose not to have a second child.

3.3. Impact on women's job skills proficiency

If women interrupt their careers during childbirth, there may be a devaluation of skills or other aspects. During childbirth, women's job proficiency decreases because they do not take up any related job after a career break, and they are at a disadvantage in terms of work initiative because they do not add new skills for a long time and communicate too little with colleagues about their work.

Second, according to human capital theory, i.e., formal education, vocational and technical training, health care, and labor mobility all have positive returns to workers' wages. Thus the greater the investment in manpower, the greater the return generated. For less specialized and technical jobs, career interruptions after childbirth have less negative impact on personal development; for more specialized and technical jobs, interruptions have a greater negative

impact on personal development and wage growth. There is a difference in the cost of childbirth between women in technical and managerial jobs and women in manual jobs.

3.4. Impact on women's promotion

Even if women enter the workforce after five years, some women may miss the opportunity for career advancement because of childbirth. To a certain extent, the birth of a second child will affect the career development of women. Employers consider the female workers because of the birth of two children, greatly reduce the working time and experience, in order to maximize the interests of the unit, tend to recruit men, resulting in women due to childbirth workplace inequity phenomenon. On the other hand, considering that men's future appreciation value is more superior than women's, the unit will give more training opportunities to men in the face of the same ability and experience of male and female workers, resulting in unfair training opportunities, and the unfair training opportunities will cause women's ability not to improve, so that the road to promotion is no longer smooth.

3.5. Impact on women's lifelong career development

The liberalization of the two-child policy is an encouragement for women to give birth, but it is also a great exploitation of women's equal employment rights in today's workplace environment. Parenting is a multifaceted, long-term project, and in an environment of labor market discrimination, the negative impact of childbearing on women is lifelong and comprehensive, including their entry, promotion, and income levels. Studies show that having an additional child can reduce women's earnings by up to 7 percent and affect women in old age, and that having a second child exacerbates and extends this negative impact. From an economic perspective, women need to overcome more obstacles and make more effort than men when entering and in the workplace due to the differences in the physiological characteristics of the two sexes. Women as the main bearer of the act of childbirth, how to balance the best period of women's childbirth and the golden period of career development to produce conflict, to alleviate the tension of the dual role in the workplace and pregnancy is this paper requires the joint efforts of the government, society, individual women, employers, families and other parties.

4. Countermeasures for female employment

4.1. Promote ideological changes and optimize the employment environment

Due to the progress of society and rapid economic development, the traditional ideology of "male dominates female dominates" has been gradually weakened and broken, women's education has been gradually improved and widely used, women have the same work field as men, the gender boundary of jobs has been gradually blurred, and the relationship between male and female employees has changed from a clear social division of labor to joint participation and cooperation in an active transformation. The government should increase media coverage and publicity, and strengthen the guidance of the news media, and successfully learn from the practices and experiences of other countries in an effort to advance the principle of equality between men and women in employment. The government's policy-making department should incorporate gender awareness into the policy area of media management. In the context of rapid socio-economic development, the responsibility of taking care of the family and raising children should not be borne by women alone, but men should also take up the responsibility of taking care of the upbringing of children and share the responsibility of raising children and taking care of the family with women at the economic level.

Women should build a more open mind through good education, build their happiness on the basis of "self-respect and self-confidence, self-love and self-improvement", strive to become women with a strong modern awareness, and actively improve their ability to contribute to

society, so as not to be marginalized and eliminated by society. And all sectors of society should actively recognize the positive contribution of women to the development of society, in order to create a good foundation for gender equality and common development. Men with more powerful positions should also gradually eliminate the prejudice or various views of women, so that the majority of women are more involved in the construction of economic development, in order to achieve rapid social and economic development.

4.2. Perfect laws and policies and provide employment protection

The enactment of the anti-discrimination in employment bill cannot better solve all the problems related to anti-discrimination in employment, but also requires the active cooperation of various institutions and law enforcement departments. Women need to know more about the details of anti-discrimination in employment and actively obtain and defend their legal rights and interests. Equal employment is not only a legal right granted to every citizen by the constitution, but also a prerequisite and guarantee to achieve fair employment. Therefore, it is necessary to file lawsuits against enterprises that suffer from employment discrimination to defend their legitimate rights and interests through legal means. The internal system of the employer will be detailed and added to the content of employment discrimination, so that when employees encounter unreasonable employment discrimination, they can have the law to follow. In addition, when female job seekers encounter various kinds of discrimination in employment and intend to file lawsuits and claims against employers through legal means, the biggest problem they encounter is the difficulty of obtaining evidence, due to the lack of effective evidence to file lawsuits and claims against employers, and employers look for various excuses to cover up the phenomenon of discrimination against employees, so efforts should be made to reduce the difficulty of women in terms of evidence, using employers to enhance The degree of attention to employment discrimination should be raised.

As a disadvantaged group in the labor market, women bear the heavy burden of raising children and taking care of their families. The government should further improve the existing social security system to help women achieve equal employment and enjoy the same fair competition opportunities as men. First of all, the maternity insurance for women borne by enterprises and employers should be transferred to social coordination, so that enterprises do not need to pay more costs related to maternity of female employees. As far as the policy allows, raise the standard of treatment and expenditure level of unemployment insurance as much as possible, make every effort to fully utilize the unemployment insurance fund, and give full play to the function of unemployment insurance in preserving livelihood, preventing unemployment and promoting employment. Continue to promote the stability of female employment positions. Do the work related to the insurance system for female unemployed persons and give appropriate subsidies to enterprises with small layoffs.

4.3. Strengthen economic construction and promote employment development

The government should face up to the reality of excessive surplus labor resources and large difference in labor quality, make full use of existing resources to actively develop labor-intensive enterprises as a new way of economic growth and attract a large amount of surplus labor resources, put more women with lower education into labor-intensive industries for employment, and actively develop the construction of labor-intensive industries, which can play a good role in the transfer of surplus labor and urban The government should increase the adjustment of industrial structure.

The government should make more efforts to adjust the industrial structure and give more preferential margins to the tertiary industry through funding and financial and taxation levels to encourage the rapid development of the tertiary industry and broaden the employment channels for women. Under the existing situation, the government should strive to increase the proportion of female employment in various industries, and actively encourage women with

higher cultural quality to take up more jobs in new tertiary industries such as finance and insurance, as well as real estate and technology services.

4.4. Improve self-quality and employability

The government also needs to increase the publicity of women's rights through various media such as TV and internet and newspapers, and strengthen the education level of female students in schools to cultivate more women's awareness of independence and courageous spirit as well as better concept and awareness of rights protection, so that more women can become new era women who know the law and have high cultural quality and professional skills. Increase the proportion of women in higher education. Encourage more female students to enroll in knowledge and skill-based majors such as electronics and computers and information technology, so as to cultivate more women with technical knowledge.

Open a forum for entrepreneurship. Invite famous professionals to give lectures to female college students, female college graduates, and social workers with entrepreneurial aspirations (including staff of institutions, enterprises and public institutions) to carry out entrepreneurial awareness education and basic entrepreneurial skills training, teach entrepreneurial theories, tell entrepreneurial stories, share entrepreneurial achievements, plan their careers and improve their entrepreneurial abilities, so as to lead more female social elites and female college graduates to join entrepreneurship. The training will lead more female elites and college graduates to join the entrepreneurial trend and realize employment driven by entrepreneurship.

5. Conclusion

In summary, through the elaboration of the basic theory, it is clear that women are in a disadvantaged position in employment, often discriminated by employers, and some women interrupt their careers due to maternity problems, which leads to the devaluation of skills, which directly affects the future career development of women. Employment is the basis of people's livelihood and the policy of a safe country. Women are one of the main subjects of society and have equal rights to employment and career development. With the development of social economy, the status of women has been rising, and the state has formulated a series of policies to protect and promote women's employment in consideration of their special physiological and psychological problems, giving women more human care. At the same time, the state has introduced various policies and measures to promote women's employment, effectively solving the problem of women's employment difficulties.

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