

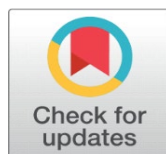


# RESEARCH ON THE POLICY OPERATION EVALUATION AND OPTIMIZATION PATH OF THE ENTREPRENEURSHIP AND EMPLOYMENT OF COLLEGE GRADUATES IN XINXIANG

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## ABSTRACT

Employment is the foundation of people's livelihood, and entrepreneurship is the foundation of employment. This article analyzes the implementation effect and existing problems of the policies that have been introduced by Xinxiang City to promote the entrepreneurship and employment of graduates in Xinxiang City, and puts forward the methods of optimizing policies such as taking into account all levels and elements of the policy, improving the publicity system of entrepreneurship and employment policies, formulating diversified entrepreneurship and employment subsidy policies, and increasing the support of college students' entrepreneurship policies.

**Keywords:** Entrepreneurship and Employment Policy, Graduate, Methods of Optimizing

## 1. INTRODUCTION

Employment is the foundation of people's livelihood, the policy of national security and the source of happiness. The Chinese government attaches great importance to employment and entrepreneurship, issues a series of policies and documents and makes a series of important arrangements so as to raise solving employment and entrepreneurship problems to an unprecedented height. The

President of the People's Republic of China Xi Jinping has repeatedly stressed that it is necessary to pay high attention to employment and entrepreneurship in key industries and key groups and take college graduation employment and entrepreneurship as the priority. Stable employment means family peace, national security, and civil safe. On the basis of sorting out the entrepreneurship and employment policies for college graduates in Xinxiang City, this article aims to explore the shortcomings of the policies for college graduates in Xinxiang City, and then propose a targeted the methods of optimizing policies. We expect to further improve the policy environment for college graduates in Xinxiang City for entrepreneurship and employment, create a talent development platform, innovate talent service methods, improve the talent service guarantee system, and promote the social and economic development of Xinxiang City so as to start a new journey of comprehensive construction of socialist modernization in Xinxiang City and play a greater role and make greater contributions in writing a more brilliant new chapter in the Central Plains.

## 2. LITERATURE REVIEW

At present, the research on employment and entrepreneurship policies for college students mainly focuses on employment and entrepreneurship policy research, employment and entrepreneurship policy evaluation research, employment and entrepreneurship policy model research, employment and entrepreneurship promotion policy research, graduate employment and entrepreneurship promotion system research, improvement of college graduates' employment and entrepreneurship policy research, and college students' employment and entrepreneurship legal issues. In terms of employment and entrepreneurship policy research: for example, [Tao et al. \(2020\)](#) discussed how to build a perfect, good, and stable operation of the employment and entrepreneurship security policy system, and its necessity from the perspective of the government, focusing on legal policies, employment promotion, employment support, social insurance, market support, etc. [Jiajia et al. \(2020\)](#) used the questionnaire survey method to design a questionnaire to conduct research based on college students' knowledge of employment and entrepreneurship policies and conducted questionnaire evaluation from six aspects: career planning, policy understanding, policy understanding channels, policy understanding content, existing policy publicity methods, and publicity suggestions from questionnaire feedback. It is found that the main problems in the publicity process of employment and entrepreneurship policy are that college students have low awareness of employment and entrepreneurship policy, the policy publicity methods are not diversified enough, and the implementation of some policies is insufficient. In order to better and more effectively promote the publicity of college students' employment and entrepreneurship policies, corresponding countermeasures and suggestions are put forward, one is to increase the frequency of publicity of the employment and entrepreneurship module on the school's official website, the second is to rationally use the LED screen and other hardware facilities in the school, the third is to update the relevant policies of the school's publicity board in a timely manner, the fourth is to rationally use college student organizations, and the fifth is to open a college student employment and entrepreneurship policy analysis and publicity course. In terms of employment and entrepreneurship policy evaluation research, for example, [Chunlin \(2016\)](#) took the employment and entrepreneurship policy issued by Sichuan Province as an example and selected the policy evaluation model—the comprehensive evaluation model of Wei Tang scholars on the basis of

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the conceptual introduction, classification and comparative analysis of the policy evaluation model. The literature analysis method was used to construct a judgment standard system for policy evaluation model. Then, according to the comprehensive evaluation model of Wei Tang, the employment promotion policies of college graduates in Sichuan Province were evaluated and analyzed from three aspects: policy formulation, policy implementation and policy effect. In terms of research on employment and entrepreneurship models: scholars divide the models into six categories: first, the US-UK model, which is characterized by university-led; The second is the Japanese model, which is manifested as full participation; the third is the German model, which is manifested as a public service type; The fourth is the Russian model, which is manifested as a laissez-faire type; The fifth is the Indian model, which is manifested as a dual management type of planning and market; Sixth, the Korean model is government-oriented, in which the government purposefully guides employment by formulating employment-friendly policies. In terms of employment and entrepreneurship promotion policy research: for example, [Xianhui \(2018\)](#) proposed that relevant national departments should accelerate the adjustment of industrial structure, guide the adjustment of the professional structure of colleges and universities, strengthen the construction of majors with local characteristics, and promote the healthy and orderly development of the employment market for college graduates, so as to solve the problem of employment difficulties for graduates. In terms of the research on the promotion system of graduate employment and entrepreneurship, as proposed by [Ying \(2017\)](#), a sound tax system should be redefined and constructed to solve practical problems, and the three elements of tax system, tax policy and tax collection and management need to be rearranged to form a systematic mechanism to stimulate employment and entrepreneurship in taxation. In terms of improving and perfecting the research on employment and entrepreneurship policies for college graduates: [Weilin and Zhi \(2018\)](#) proposed that an overall and unified youth employment and entrepreneurship policy system can be built by establishing a collaborative working mechanism of policy subjects; Establish guarantee services for policy implementation to ensure the effective implementation of youth employment and entrepreneurship policies; According to the characteristics of young people, increase the pertinence and operability of policies; Establish a scientific evaluation mechanism for the implementation of youth employment and entrepreneurship policies, and improve youth employment and entrepreneurship policies.

At present, scholars have conducted a variety of research on the employment and entrepreneurship policies of college graduates, which has very important guiding significance for promoting better employment and entrepreneurship of college graduates. However, in general, there are the following shortcomings: first, most of them do not clearly define the employment and entrepreneurship policies of college graduates; Second, the evaluation of employment and entrepreneurship policies is relatively lacking; Third, there are few interdisciplinary, cross-field, all-round and systematic research; Fourth, there is less research on local employment and entrepreneurship policies. Through literature combing, few research on the employment and entrepreneurship policy of college graduates staying in Xinxiang City has been found. In the future, research on policies for graduates' employment and entrepreneurship will become a trend.

### **3. THE IMPLEMENTATION EFFECT OF XINXIANG CITY'S EMPLOYMENT AND ENTREPRENEURSHIP POLICY**

In recent years, the Xinxiang Municipal Party Committee and Municipal Government have attached great importance to employment and entrepreneurship. In order to help college graduates, migrant workers and other key groups to achieve employment and entrepreneurship, Xinxiang Municipal Government has formulated and issued a "package" of employment and entrepreneurship support policies with high quality, giving employment capital support or subsidies in skills training, job search and entrepreneurship, employment internship and other aspects, which have effectively promoted the implementation of employment and entrepreneurship policies to benefit the people. Employment subsidy funds are divided into two categories: subsidies for individuals and for units. One is the direct subsidy policies for individual workers (there are 11 items), including employment skills training subsidies, vocational skills appraisal subsidies, entrepreneurship training subsidies, job-seeking and entrepreneurship subsidies, entrepreneurship (start-up) subsidies, entrepreneurial operation subsidies, mass entrepreneurship support projects, self-employed tax reduction policies, individual entrepreneurial guarantee loans, fee reduction policies, and flexible employment social security subsidies. The other category is the subsidy policy for units providing employment, internship, and services (there are 10 items), including employment and probationary subsidies, internship base subsidies, employment introduction subsidies, business incubation base subsidies, incubation achievement subsidies, tax reduction policies, enterprise start-up loans, enterprise social security subsidies, entrepreneurial support subsidies, and one-time employment subsidies for enterprises. These policies have further broadened the employment and entrepreneurship channels of college students, improved the skill level of college graduates in Xinxiang City, and further improved the quality of public entrepreneurship and employment services, which have been widely praised by the society.

### **4. PROBLEMS IN THE ENTREPRENEURSHIP AND EMPLOYMENT POLICY OF GRADUATES IN XINXIANG CITY**

The "package" of employment and entrepreneurship support policies formulated and introduced by the Xinxiang Municipal Government has played a positive role in promoting the employment and entrepreneurship level of college graduates in Xinxiang City, but there are also certain problems. In order to scientifically and comprehensively understand the problems existing in the entrepreneurship and employment policy of graduates in Xinxiang City, questionnaires with different contents are designed according to the research needs. Some research subjects were selected for investigation from October 2021 to March 2022. The first is to investigate the views and suggestions of Xinxiang college graduates who have stayed in Xinxiang City for employment and entrepreneurship; The second is to investigate the expectations of college students in Xinxiang City for employment and entrepreneurship policies after graduation; The third is to investigate the starting point, difficulties and problems that Xinxiang City hopes to solve in the formulation of relevant policies by the Xinxiang Labor and Employment Bureau and the employment and entrepreneurship departments of colleges and universities in Xinxiang City. The employment and entrepreneurship policies of college graduates in Xinxiang City were investigated at three levels, and the existing

problems and suggestions were sorted, counted, summarized, and analyzed. The specific results of the survey and analysis are as follows:

#### **4.1. POLICIES DEVELOPED ARE NOT STUDENT-CENTERED**

Entrepreneurship and employment policies should always be guided by improving the entrepreneurial employability of college students as the core orientation and provide support for comprehensively alleviating the employment pressure of college students. The local government should recognize the role of local college graduates in promoting local economic development by staying in the local area, and unlike other groups, the support policy for college students' employment and entrepreneurship groups should be unique and typical. Xinxiang City's policy support to encourage local college graduates to stay in the local entrepreneurship and employment is insufficient, and there is also a certain degree of deviation in the understanding and understanding of relevant policies among college students.

The relevant departments of Xinxiang City actively learn from the practices of economically developed cities when formulating policies for entrepreneurship and employment of college students, but not closely combined with the local actual situation of Xinxiang, and the policies introduced lack rationality. There is formalism in the formulation of policies for entrepreneurship and employment of college students. Student participation is extremely low. The actual needs of college students are not paid attention to, and practical and effective opinions and suggestions are not widely solicited from the society. This invisibly causes that the policy on entrepreneurship and employment of college graduates is inconsistent with the actual needs of college students, and the actual needs and entrepreneurial characteristics are not deeply considered.

#### **4.2. THE IMPLEMENTATION OF THE POLICY IS NOT EFFECTIVE**

In the early interviews with the staff of relevant departments, it was learned that many preferential policies for employment and entrepreneurship could not be implemented at present, because there were too many departments involved, and the degree of cooperation between multiple departments was not close, and they blamed each other. Various departments have formulated relevant preferential policies for employment and entrepreneurship, but the implementation of many employment and entrepreneurship policies requires the participation of multiple departments, and it is very difficult to rely on one department to coordinate the implementation of policies by other departments. Therefore, many policies are formalities and cannot be truly implemented.

#### **4.3. INADEQUATE GOVERNMENT PUBLICITY**

The publicity of the entrepreneurship and employment policy is not enough, the form of publicity is relatively single, and many college graduates and young people in need in the society do not know much about the talent policy in Xinxiang City, and there are fewer ways to obtain information.

#### **4.4. SINGLE POLICY COVERAGE**

At present, the entrepreneurship and employment policies issued by Xinxiang City are mainly in terms of employment and entrepreneurship subsidy funds, and

there are few in housing policies, family placement policies, children's school policies, and settlement policies for absorbing graduates to stay in Xinxiang City for employment and entrepreneurship, especially for high-level talents in employment and entrepreneurship.

#### **4.5. THERE ARE FEWER POLICIES TO SUPPORT INNOVATION AND ENTREPRENEURSHIP**

At present, the policies on innovation and entrepreneurship issued by Xinxiang City are mainly some basic policies, such as entrepreneurial training subsidies, entrepreneurship (start-up) subsidies, entrepreneurial operation subsidies, mass entrepreneurship support projects, self-employed tax reduction policies, individual entrepreneurial guarantee loans, business incubation base incentives, incubation achievement subsidies, tax reduction policies, enterprise start-up loans, entrepreneurial support subsidies, etc. There are fewer policies to support entrepreneurship using some high-level platforms, such as holding innovation and entrepreneurship competitions and rewarding winning projects; Combined with the economic development needs of Xinxiang City, there are fewer policies to attract high-level competition winning projects such as China Innovation and Entrepreneurship Competition and China Innovation Wing Entrepreneurship Competition to land in the development of Xinxiang City.

### **5. THE METHODS OF OPTIMIZING POLICIES FOR COLLEGE GRADUATES TO STAY IN XINXIANG CITY FOR ENTREPRENEURSHIP AND EMPLOYMENT**

#### **5.1. ENHANCE THE TOP-LEVEL DESIGN**

If the entrepreneurship and employment policies want to play a real value and role, the relevant government departments must conduct full research around the needs of graduates and the expectations of students who are willing to stay in Xinxiang City for entrepreneurship and employment before formulating the policy.

The implementation of entrepreneurship and employment policies requires the participation of multiple departments. Therefore, it is recommended that the future introduction of entrepreneurship and employment policies should be issued in the name of the Xinxiang Municipal Party Committee and Municipal Government as much as possible, so as to facilitate the coordination of various functional departments, form a working mechanism for multi-department coordination to promote the entrepreneurship and employment of graduates, establish a scientific and reasonable assessment and evaluation mechanism for entrepreneurship and employment, and improve the government's accurate entrepreneurial and employment service capabilities.

Strengthen the coordination of various policies, form a joint force of policies to promote the entrepreneurship and employment of graduates, and ensure that the support policies that have been introduced are concrete, operable and can be implemented, and effectively solve the "last mile" problem of policy implementation. Accelerate the establishment of a performance evaluation index system for entrepreneurship and employment, standardize statistical caliber and survey methods, and strengthen monitoring and analysis. First, it is necessary to establish a scientific supervision network, improve the accountability system, and improve the evaluation mechanism. Second, the Xinxiang municipal government should coordinate all functional departments, implement various policies in a

targeted manner, conduct regular evaluations of the implementation rules of the college students' entrepreneurship and employment policy, and improve relevant supporting policies. The third is to improve the institutional mechanism for supervision and evaluation in the implementation of the graduate entrepreneurship and employment policy, so that the relevant functional departments of the government can divide labor and responsibility, and perform their own responsibilities, and cooperate to jointly promote the smooth development of graduates' entrepreneurship and employment.

In the process of implementing the graduate entrepreneurship and employment policy, the Xinxiang municipal government may set up a graduate entrepreneurship and employment policy evaluation committee to regularly evaluate the graduate entrepreneurship and employment policy. And according to the evaluation feedback results, adhere to the "abolition", "reform" and "establishment", and promptly abolish some policies and measures in the process of policy implementation that lack operability, obviously do not meet the needs of the development of the situation or are difficult to achieve results, and put forward scientific and objective suggestions for revising and improving the policy content that needs to be adjusted. What's more, fully demonstrate the upcoming graduate entrepreneurship and employment policies and measures, so that our graduate entrepreneurship and employment policies are always in a constant new state.

## **5.2. IMPROVE THE PUBLICITY MECHANISM FOR ENTREPRENEURSHIP AND EMPLOYMENT POLICIES**

The survey shows that a considerable number of college graduates in Xinxiang City do not grasp the entrepreneurship and employment policy, or the awareness rate of the policy is low. The survey results found that the degree of understanding and mastery of preferential policies for entrepreneurship and employment are not optimistic. Only 5.3% of "very understanding" and 21.6% of "relatively understanding", and most of these students are already employed students or students who are starting a business, so that they are more concerned about the preferential measures for college students' entrepreneurship and employment. But 32.3% of college students said "fair"; 40.8% of college students said that they "did not understand" about the preferential policies for entrepreneurship and employment, and these two groups of students accounted for 73.1% of the valid sample of the survey. For the government, society, colleges, and universities, it is necessary to further improve and optimize the publicity mechanism of graduate entrepreneurship and employment policies, innovate publicity methods, expand publicity channels, enrich publicity content, enhance publicity effects, and give full play to the leading role of entrepreneurship and employment policies. The survey found that due to the lack of policy publicity, some graduates do not understand or are not familiar with the preferential policies for college students' entrepreneurship and employment, which to a large extent will directly lead to the deviation of college students' employment concepts, deny innovation and entrepreneurship, fear of innovation and entrepreneurship or dare not try innovation and entrepreneurship, which is also one of the important reasons for the low proportion of college students in Xinxiang City. At this stage, the state attaches great importance to the employment of graduates, vigorously supports and encourages college students' innovation and entrepreneurship, the government, society and colleges and universities should actively create a social atmosphere that not only advocates success, but also tolerates failure, guides college students to change their traditional career views and values, establishes a new era of entrepreneurship and employment in the new

situation, fully attaches importance to the ideological leading role of entrepreneurship and employment policies in the cultivation of college students' professional values, and corrects the mentality of graduates in entrepreneurship and employment.

How to further strengthen the publicity of college students' entrepreneurship and employment policies and maximize the promotion of college students' entrepreneurship and employment can start from the following aspects. First, the government portal website opens a special column, or sets up corresponding modules for entrepreneurship and employment, specifically interpreting and publicizing college students' entrepreneurship and employment policies, this publicity method has higher credibility and college students are more trusted. Second, schools can set up a module on the "College Student Entrepreneurship and Employment Policy" on the official website of the school or the website of the employment and entrepreneurship management service department to publicize and promote the policy. In order to effectively do a good job in the in-depth publicity and accurate promotion of college students' entrepreneurship and employment policies, colleges and universities can improve the "1+3" model, that is, through the "School Employment and Entrepreneurship Information Network" and WeChat, Weibo, and SMS platforms to build an accurate docking service platform to achieve full coverage of entrepreneurship and employment information publicity. At the same time, give full play to the role of college counselors, use grade theme class meetings, symposiums, report meetings and other forms to regularly publicize the latest policies of college students' entrepreneurship and employment to college students, and can also use the teaching of college entrepreneurship and employment courses to publicize college students' entrepreneurship and employment policies. Third, the government, society and schools should attach great importance to the guiding role of entrepreneurship and employment policies on college students, and establish a three-dimensional, systematic, and all-round policy publicity network. While doing a good job in "online" publicity, we should also give full play to the role and influence of "online" publicity. In today's highly developed modern network, all kinds of news media should give full play to the function of "online" dissemination and diffusion of the network, widely publicize, and disseminate typical cases of entrepreneurship and employment, strengthen students' courage to choose innovation and entrepreneurship and participate in innovation and entrepreneurship, and encourage more college students to join the wave of the times of "mass entrepreneurship and innovation".

### **5.3. FORMULATE DIVERSIFIED POLICIES TO HELP ENTREPRENEURSHIP AND EMPLOYMENT**

The survey shows that graduates' employment satisfaction mainly focuses on salary and treatment, vocational training, employment environment, working environment, employment expectations, employment recognition and other aspects, such as social security (five insurances and one housing fund, etc.), whether the municipal government has rental preferences, how is the settlement policy, how is the spouse placement policy, what are the support policies for starting a business in Xinxiang City, and the employment environment. Therefore, when formulating entrepreneurship and employment policies, the government should start from several dimensions of students' employment satisfaction, try to meet the needs of students in various aspects, and enhance the popularity of policies. At present, the policies formulated by Xinxiang City are mainly in terms of employment and entrepreneurship subsidy funds. The types of policies are too single. The diversified



entrepreneurial and employment policies should be formulated according to the diversified needs of students and the actual situation of Xinxiang City. The first is to improve the policy system and upgrade the talent attraction plan. Deeply implement a series of talent plans of the state and Henan Province, formulate the talent implementation plan of Xinxiang City, improve the talent introduction and incentive guarantee mechanism of "talent + intelligence + project", and provide "package" policy support such as house purchase, rent, children's schooling, spouse placement, etc. to attract more graduates to stay in Xinxiang City for employment and entrepreneurship, and create a talent special zone. Formulate talent introduction policies that are in line with the actual conditions of emerging industries and small and medium-sized enterprises and increase subsidies and incentives for high-level talents and skilled talents. Set up local innovation and entrepreneurship talent awards, carry out innovative talents and outstanding team selection activities, and create a strong atmosphere of valuing and respecting talents. The second is to build a platform for "attracting phoenixes" and gather outstanding talents. Support universities and enterprises in Xinxiang City to strengthen cooperation in building academician workstations and other high-level R&D platforms such as famous universities at home and abroad, well-known scientific research institutions, and well-known large and medium-sized enterprises, and introduce various high-level talents and innovation teams. In addition, we actively build scientific and technological exchange and docking platforms such as advanced manufacturing technology achievements exhibition and fair, science and technology economic and trade fair, and give full play to the function of the platform to attract outstanding talents and projects to settle down and provide more high-quality employment positions for college graduates. The third is to establish a "four-in-one" innovation and entrepreneurship talent training system of government, industry, enterprises, and schools, and increase support for industry-university-research cooperation and university talent training. The fourth is to retain people in the environment, pay attention to service, and implement the strategy of "talent taking root". Gradually establish a relatively complete talent policy and innovation and entrepreneurship, scientific and technological research and development, and industrial development systems, optimize the talent development environment, and strive to create a local talent innovation place. Strive to provide high-end and complete basic supporting services for outstanding talents, support the construction of infrastructure such as incubation, leisure, and residence, and provide high-end talents with office, incubation, life and other work and life supporting services.

#### **5.4. INCREASE POLICY SUPPORT FOR COLLEGE STUDENTS' ENTREPRENEURSHIP**

At present, the policies on innovation and entrepreneurship issued by Xinxiang City are mainly some basic policies, and there are fewer policies to use some high-level platforms to support entrepreneurship, so some high-level platforms should be used to support graduates to start businesses and increase policy support. First, in addition to supporting the holding of regular events such as the Xinxiang City Selection Competition of the China Innovation and Entrepreneurship Competition and the Xinxiang City Selection Competition of the China Innovation Wing Entrepreneurship Competition, the Xinxiang Municipal Government should also actively hold distinctive innovation and entrepreneurship competitions according to the needs of local economic development to attract some high-level talents and high-level innovation and entrepreneurship projects to settle in Xinxiang City. Give financial incentives, special subsidies, and loan preferences to award-winning

projects, especially subsidies for the landing and transformation of outstanding innovation and entrepreneurship projects in other places, such as one-time landing subsidies for projects landing in Xinxiang, and then give incentives and subsidies and science and technology insurance subsidies in batches according to the operation situation. The second is to give certain scientific and technological plan project support to excellent innovation and entrepreneurship projects. The Science and Technology Bureau can take out a certain number of science and technology projects to give outstanding entrepreneurial projects, support them to engage in research and development, and enhance the innovation ability and market competitiveness of products. The third is to support excellent projects to be prioritized into innovation and entrepreneurship carriers. In order to support the subsequent better development of the project, excellent projects can be recommended to the business incubation base on a priority basis, and preferential settlement can be given to give certain policy support. Focus on cultivating award-winning projects, solve the difficulties and problems faced by entrepreneurial teams, and comprehensively enhance competitiveness. Start-up subsidies and site subsidies are given to excellent projects to effectively reduce the operating pressure and operating costs of entrepreneurial enterprises. The fourth is to give outstanding project team members certain talent support policies. Xinxiang City should actively introduce talent support policies, especially for foreign entrepreneurs. For example, the core members of the founding team of the winning projects of the high-level innovation and entrepreneurship competition can enjoy preferential policy support such as settling down, buying a house, and going to school for their children; The core members of the founding team of the award-winning project can be accurately selected into the Xinxiang High-level Talent Program according to their own conditions, and can enjoy specific talent policy support after the project is landed. Fifth, give excellent projects certain honorary titles. When the relevant departments of the Xinxiang Municipal Government select various honors, such as the May Day Labor Medal, the May Fourth Youth Medal, and the 38th Red Flag Bearer, a certain proportion is given to the person in charge of the winning project of the Innovation and Entrepreneurship Competition, so as to give the spirit of entrepreneurship to the spirit of inspiration and create a good social atmosphere for innovation and entrepreneurship in Xinxiang City.

## 6. CONCLUSION

For a long time, in terms of talents introduction, Xinxiang City lacks talents competition advantages compared with other cities of the same level, and even belongs to the area of talent drain, the enthusiasm of Xinxiang college graduates staying in Xinxiang City for employment and entrepreneurship is not enough. The main reasons are three: one is the siphon effect of the provincial capital Zhengzhou City; Second, the competition for talents across the country continues to strengthen; Third, enterprises above designated size in Xinxiang City are not willing to choose and employ people in new universities, and graduates have no desire to choose local employment and entrepreneurship. However, as long as we start from taking into account all levels and elements of the policy, integrating policy subjects, adjusting policy content, smoothing publicity channels, improving the operation system, and developing the evaluation mechanism, we can establish a employment and entrepreneurship promotion mechanism named "five-in-one" including government, employers, universities, social media and graduates, optimize the policy for college graduates to stay in Xinxiang City for entrepreneurship and employment, and make the entrepreneurship and employment policies formulated

by them more targeted and operable. And the attractiveness of talents can be enhanced so that we can attract more outstanding college graduates to stay in Xinxiang City for employment and entrepreneurship, and bring together more abundant talent resources which is conducive to optimizing the talent development environment in Xinxiang City, creating a talent highland in Xinxiang, helping the construction of Xinxiang National Independent Innovation Demonstration Zone, the integrated development of Zhenzhou and Xinxiang, the ecological protection and high-quality development of the Yellow River Basin, and promoting the economic and social development of Xinxiang. At the same time, it is conducive to the effective and in-depth cooperation between universities and local enterprises in Xinxiang City and promotes the overall improvement of the quality of talent training.

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### **CONFLICT OF INTERESTS**

None.

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