Analysis of Government Providing Public Employment Service under the New Employment Pattern

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Abstract. Employment is the largest livelihood of more than 1.3 billion people and the most basic support for economic development. The Communist Party of China (CPC) Central Committee and the State Council insist on giving priority to employment in economic and social development, encourage the creation of a favorable environment for mass entrepreneurship and innovation, and maintain overall stability in China's employment situation, coupled with the new employment model of de-employerization and platformization along with the technological progress of the Internet and the upgrading of mass consumption. However, we should also see that there are still many difficulties and problems in the current economic and social development, the new employment form breaks the old industry and legal order under the interest relationship and management norms, the traditional employment groups, management means, labor law system, employment service management, social security policies and so on to form an impact. In order to alleviate the current situation, our country should actively explore the innovative mechanism of the government to provide public services to promote employment, and the author also puts forward some suggestions from the following aspects through his own research: first, to establish the diversified public employment service supply mechanism which is government-led, market and social supplement; from the above aspects, the quality and efficiency of the supply of public employment services under the new industry are improved from the above aspects.

1. Introduction

In recent years, with the rapid development of mass entrepreneurship and innovation and the prosperity of digital economy, a large number of new market forces relying on the Internet platform have emerged. These new forms of employment have become an important channel to absorb employment. Both the communique of the Fifth Plenary Session of the 18th CPC Central Committee and the 2016 government work report mentioned "strengthening the support for flexible employment and new forms of employment", and put forward the concept of "new forms of employment" for the first time. Associate Professor Zhang Chenggang (2016) of Capital University of Economics and trade believes that new forms of employment refer to the de-employer and new forms of employment accompanied by the progress of Internet technology and the upgrading of mass consumption The typical feature of the platform employment mode [1] is that the Internet platform, with the help of mobile Internet, big data, artificial intelligence and other information technology, carries out large-scale and large-scale organization, deployment, task assignment and other activities for the demand of workers and service consumption, and realizes the direct docking between workers and consumers. The characteristics of new employment form, such as large employment capacity, low entry and exit threshold, strong flexibility and part-time employment, have played a great supporting role in maintaining a high level of new employment in China's cities and towns, especially during the period of epidemic prevention and control. However, under the new employment form, in the process of public employment service supply, China is facing the lag
of public employment service development. Public employment service is the general term of a series of service work, which is led by the government, participated by all parties in society, through employment service agencies to help workers obtain jobs and enhance employability, and help employers find qualified labor force. It can be seen that the new employment group has become an important trend of the development of China's labor market, which cannot be ignored in China's current and future labor market. It contains huge development power and potential. Relevant public employment service policy-making departments should deeply realize the important role of new employment forms, comply with the development trend, timely fill the short board, and promote the new employment forms to be stable and far-reaching, so as to stabilize employment and protect people's livelihood.

2. The Significance of Government Providing Public Employment Service under the New Employment Pattern

As the foundation of people's livelihood, employment is the basic premise and way to improve people's life. Since the 1990s, with the rapid and stable economic development and the implementation of active employment policy, the scale of employment in China has been expanding. However, even so, China is still faced with the deep-seated problems that affect employment, such as the transformation of economic system and industrial structure, the transfer of large-scale rural labor force to cities and so on. In the face of complex and severe employment situation, China takes public employment service as an important content and main means for the government to implement active employment policy, and invests a lot of resources to build an inclusive public employment service system [3]. Public employment service plays an important role in reducing unemployment, ensuring the basic life of the unemployed, improving the employability of workers and regulating the human resource market.

2.1. It Can Improve the Efficiency of Labor Market Operation and the Transparency of Labor Market Information

The employment introduction service provided by the government is an intermediate hub for individuals to choose jobs and units to choose employees. By collecting and providing vacancy and job information, the government can communicate the relationship between supply and demand, and promote the combination and rational allocation of labor and means of production as soon as possible; by carrying out career guidance and career consultation, we can help job seekers master the methods and skills of job hunting, and guide employers to correctly select and determine recruitment methods, so as to improve the success rate of both parties' selection; vocational skills training can fundamentally improve the personal ability and professional quality of workers, so that workers can obtain the technology and ability to ensure career stability, and it is also convenient for employers to quickly find matching employees; the construction of a unified employment service information system can realize the standardization and informatization of employment management services, promote the cross industry and cross regional network communication of labor supply and demand, and improve the transparency of labor market information.

2.2. Measures to Promote Fair Access to the Labor Market and Protect Vulnerable Groups

In order to adapt to the development of the new employment situation and meet the new expectations of the masses, the focus of public employment services continues to sink, the service port continues to move forward, and the content of employment services is further expanded. On the basis of integrating employment introduction, vocational guidance, vocational training and other contents, we continue to build and improve entrepreneurship support, labor and social security agency, urban survey and unemployment rate statistics, we should improve unemployment monitoring and early warning, carry out employment demand forecasting and pay attention to public opinion guidance, and better provide "people-oriented" employment service information for workers, so as to promote workers' fair access to the labor market. In addition, the government encourages the construction of "online social security" to facilitate the participation and transfer of
new employment forms, the government promotes the full coverage of vocational training for the
new generation of migrant workers, and guides the new generation of migrant workers to work in
new industries and new formats represented by "Internet +", so that public employment services can
benefit all workers as much as possible.

2.3. Help the State Adjust and Intervene in the Labor Market to Offset the Negative Effects of
Structural Adjustment on the Labor Market
In recent years, China's industrial structure adjustment has been consolidated from the industrial
leading to the industrial and service industries. The impact of COVID-19's impact on consumption,
investment and exports has led to a decline in economic growth and the ability to drive employment,
which has brought negative impacts on employment in some areas and areas. With the economic
restructuring and industrial transformation and upgrading, the structural contradiction between labor
supply and demand in China has become increasingly prominent. On the one hand, the situation of
difficult recruitment, labor shortage and shortage of skilled workers in coastal areas has not been
effectively alleviated. On the other hand, the number of university graduates continues to reach a
new high, and the employment quality of migrant workers and other groups needs to be improved
[4]. Through the provision of public employment services by the government, the advantages of the
government in finding public preferences and obtaining funds are combined with the advantages of
the market and social organizations in production and delivery services, so as to promote the
coordination and cooperation among the government, society and market, effectively integrate
employment service resources, better balance the employment demand side and supply side, and
promote the healthy development of the labor market [5].

3. The Challenge of New Employment Form to Public Employment Service in China
Generally speaking, China's public employment service departments actively explore policies to
support the development of new forms of employment. However, due to the rapid development of
new forms of employment, policy regulation lags behind, and different departments in different
places have different understandings of new forms of employment, which inevitably leads to
deviations in the process of policy implementation, it makes it difficult to effectively protect the
rights and interests of new employment practitioners.

3.1. Imbalance Between Supply and Demand of Public Employment Services
First of all, under the new situation, China's labor supply and demand market has undergone
profound changes, people's demand for public employment services is more diversified, but the
number of vocational skills training schools is obviously insufficient, the number of service
personnel is small and professional service personnel are scarce, the service content and social
demand do not match, which cannot meet the vocational training needs of job seekers and re
employed personnel. Secondly, the job search of vulnerable groups in our country is highly
dependent on the public employment service system, but the public employment service in our
country has the problems of recruitment information update late and feedback slow, which makes it
unable to meet the employment needs of vulnerable groups. Finally, there is an obvious gap
between urban and rural areas in China's public employment services. Compared with cities and
towns, the lack of employment information, employment training and employment opportunities in
rural areas is more serious. Moreover, urban and rural residents have unequal access to public
employment services and resources. Many migrant rural workers have no opportunity to obtain
public employment services in the importing places, the grassroots public employment service
platform in rural areas of China also lags behind the needs of rural surplus labor transfer and
employment, which seriously infringes the employment rights and interests of migrant workers [6].

3.2. The Flexibility of Employment and the Imbalance of the Protection of Labor Rights and
Interests
The employment of new employment form groups using the Internet platform has a high degree of
employment flexibility, the invisibility of the workplace, and the virtualization of employment relations, which makes many labor relations unable to be determined by the traditional legal system of labor relations. According to the labor law, labor insurance law and other relevant laws and regulations, workers must have a labor relationship with the employer in order to enjoy comprehensive labor rights and interests [7]. Because the vast majority of new employment form practitioners are self-employed freelancers, their employment relationship with platform enterprises is not clear, and they cannot sign labor contracts with them, which means that employees cannot obtain other rights and interests besides labor remuneration, which makes it difficult for practitioners, especially online contract workers, to resist occupational risks or accidental injuries in the service process.

3.3. Regulatory Policies Lag behind the Development of New Forms of Employment

The regulation of new employment forms in China is faced with a dilemma, which requires both policy regulation and regulation dislocation or too strict [8]. For example, personal privacy leakage and Internet "killing" have appeared from time to time, including the more popular "live broadcast with goods online". From the surface effect, it is a good thing to boost the market and promote consumption. However, it is faced with the problem of consumer rights protection. What's more, there have been tragedies in which online car Hailing drivers have seen each other and killed themselves, these are the regulatory policies that slow down the development speed due to the impact of new employment forms on traditional industries. But at the same time, there are some regulatory policies that limit the development of new forms of employment. For example, in some areas, online car Hailing platforms are still managed according to the old taxi mode, which disturbs the normal operation order of the platform.

4. Suggestions on the Improvement of Public Employment Service in China under the New Employment Pattern

4.1 Establish a Public Employment Service System Dominated by the Government, Supplemented by the Market and Society

Public employment service is an important public system to improve the matching efficiency of the labor market. The simple government supply and market supply are difficult to meet the diversified and high-quality employment service demand [8]. Therefore, the government should make full use of the market and social forces to build a public employment service system closely related to the new employment form. The first thing the government should do is to improve the financial support policies, increase the financial investment in public employment services, study and formulate the occupational definition and statistical standards of new employment forms as soon as possible, combine with the practice of new employment forms, research and develop new occupational names and definition standards, and list them in the catalogue of new occupations, and adopt the forms of purchasing services, outsourcing contracts, project entrustment, etc, we should encourage vocational skill training institutions to carry out targeted vocational training and education programs, establish and improve the training of public employment service personnel, and further optimize and stabilize the public employment service personnel team by improving the management of service personnel establishment, job promotion and professional title evaluation. Secondly, with the rapid development of computer network technology, accelerate the integration with online service platform, establish a unified employment service information system, form a public employment service network and employment information monitoring system covering urban and rural areas, and realize the standardization and informatization of employment management services. Finally, we should establish and improve the employment inclusive policy and entrepreneurship support policy system of urban and rural integration, provide comprehensive supporting employment services for migrant workers, and realize the sharing of employment services, fair employment opportunities and equal employment conditions for urban and rural workers.
4.2. Construction of Labor Rights and Interests Security System for New Employment Form Practitioners

The first is to clarify the rights and obligations of all parties related to the new form of employment. According to the working characteristics, income level, distribution mode and other factors of the new form of employment, the relevant contents of promoting the development of the new form of employment should be supplemented and improved in the Employment Promotion Law, and the remuneration payment, working hours, rest and vacation, minimum wage standard, working time and other factors suitable for the new form of employment should be studied and formulated safety of workers and other relevant labor standards to prevent the new format enterprises from infringing on the rights and interests of workers; second, we should expand the scope of labor relations identification, add intermediate protection zone [7], which can classify the new employment form workers who do not belong to subordinate labor and independent labor as the third type of workers, and give a certain degree of preferential protection; the third is to add flexible social security payment standard, and the public employment service department should adopt the way of "advocacy + compulsion" to ensure that the new business type workers are included in the social security system; fourth, employers are required to buy group personal accident insurance for new business practitioners, so as to protect their fundamental interests and lay a solid foundation for the protection of workers’ rights and interests.

4.3. Regulatory Policy Lags behind the Development of New Employment Patterns

According to the characteristics of new employment patterns, we should formulate regulations and standards in a systematic way. Because new forms of employment are born on the Internet platform, regulators cannot directly supervise large numbers of users and traders. Therefore, the public employment service department can launch the mode of "Internet plus supervision", after fully understanding the needs and capabilities of the platform itself. To build a joint regulatory mechanism of government regulation, platform self-regulation and news media supervision [9], on the one hand, it can early warn, prevent and punish the dishonesty and illegal behaviors of new forms of enterprises and employees, safeguard the basic rights and interests of consumers, and on the other hand, it can avoid the restrictions on the development of new forms of employment by the regulatory means of relevant government departments, safeguard the legitimate rights and interests of new business enterprises and employees.

5. Conclusion

The healthy development of China's public employment service under the new employment form is of great significance to solve the employment problem of our country, although the new employment form as a new thing in the development process of the current public employment service system has put forward unprecedented challenges, but the new employment form is the main direction of the future labor market development, but also to achieve high-quality employment and economic high-quality development of the important opportunity, so the author thinks that the situation of opportunities and challenges coexisting, first of all, the government should increase the financial input of public employment services to encourage the labor market and social organizations to actively join the exploration of diversified public employment service supply system, secondly, to negotiate with the policy-making departments to build a labor rights and interests protection system to protect new employment model practitioners, and finally, according to the characteristics of the new employment patterns to build the government, Internet platform and the news media collaborative supervision of the flexible supervision mechanism. From the above aspects, to ensure that public employment services to effectively play the role of meeting the demand for labor force employment, improve the efficiency of labor market operation, and better promote the healthy development of new employment patterns.
Reference


