The Misconception of the Talent Wars in the Big Cities of China

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Abstract. With the acceleration of China's economic development, the competition between the major cities has intensified in recent years, and getting talents has become the magic weapon. In the process of rapid development of our economy, there is a problem of uneven development, which leads to a large number of outstanding talents are gathering in developed regions. Lots of big cities implement the talent strategy to attract talents to settle down in order to develop the local economy reflects their awareness of talents. Based on the analysis of the phenomenon of talent grabbing in big cities of China in recent years, this paper probes into the characteristics of the policy of competition for talent in big cities of China, and points out the misunderstanding of the Talent Wars of the big cities in China.

Introduction

Talents refer to people who have certain professional knowledge or special skills, engage in creative labor, and contribute to society. They are workers with higher capabilities and quality in human resources. The total number of talents in an enterprise includes managerial talents, managerial talents, technical talents and skilled talents. Business talents refer to the person in charge of the unit and the person in charge of the department; Management talents and technical talents are personnel with intermediate or above professional technical qualifications or bachelor's degree or above; A skilled person is a person who works in a production skill position, has a senior worker or above skill level or has professional technical qualifications. Talent is the core competitiveness of an enterprise. Without talent, enterprises can not develop.

The ancients attached great importance to the "recruitment of wise people." During Spring and Autumn and the Warring States Periods, Yan Zhaowang personally built a high platform on the South Side of Yishui in order to take revenge on Qi, and distributed money on the stage to recruit outstanding talents from the world. During the Han Dynasty, Han Gaozu had issued an order to seek merit, asking officials everywhere to actively explore talents, and then use them. Otherwise, they would dismiss their official positions. Historically, many dynasties had implemented "recommended talents." Usually, talented people are not recommended, and the court will punish officials for their crimes. During the Three Kingdoms period, Cao Cao always attached importance to obtaining talents through investigation visits. During the Ming Dynasty, Zuoguangdou also visited privately and discovered the national hero ShiKefa in snow. There are many ways to attract talents from the ancients that we should follow suit.

The Phenomenon of Talent Grabbing in Major Chinese Cities in Recent Years

Recently, a series of new policies on household registration have been introduced to attract talents for the development of cities. In order to be able to retain talents and attract talents, many cities have come up with many tricks. Nanjing, known as the most intimate city, can not only go to Nanjing for free. And the job search will give a thousand yuan interview subsidy; The most encouraging city, Shenzhen, is subsidized by 15,000 yuan because of the undergraduate settlement. At the same time, it can apply for public rental housing; The most direct city to recruit is Zhengzhou. For the first time, it purchased 100,000 to doctors for housing subsidies, and subsidized
50,000 to masters and 20,000 to undergraduates. The most reassuring city is Wuhan, where an 80% discount on home purchases and rentals and a minimum annual salary of 50,000 for undergraduates is a real discount. There are also the most warm city Ningbo, the largest city Zhuhai, the most convenient city Xi'an and so on. This phenomenon seems to be a "talent leap forward", such as a city that registers tens of thousands of people overnight, a city that attracts hundreds of thousands of talents for several months, and so on. In the process of attracting talents, some places simply set a standard for talents, and undergraduate or above qualifications can be settled. This simple mode of operation may deviate from the original intention of attracting talents in the city.

**Characteristics of Talent Policy in Major Chinese Cities**

From the beginning of 2017, Wuhan proposed the "Plan of Millions of Talents to Stay in Wuhan" and issued the "12 New Deal for Talents" in Chengdu. From Zhengzhou to the world, it issued the "strongest in history" recruiting order, and to Xi'an to launch the "most relaxed" household registration policy in history. The settlement service shows the urgency of attracting talents. The "war" spread rapidly among the cities, and a "talent grab" war broke out. From East to West, from south to North, a little spark was ignited, showing the trend of the prairie. The policy of looting in these cities is summarized as follows:

**Many Settlement Policies**

Nearly half of the 23 cities, including Beijing, Shanghai, Jinan City, Shandong Province, Zhengzhou City, Henan Province, Nanjing City, Jiangsu Province, Ningbo City, Zhejiang Province, and Wuhan City, Hubei Province, have introduced preferential policies for settlement. Both undergraduate and above degrees have achieved zero thresholds. Among them, Hohhot City, Inner Mongolia Autonomous Region, Shenyang City, Liaoning Province, and Nanchang City, Jiangxi Province reduced the threshold for settlement to secondary school education. This year, Nanjing also further relaxed the conditions for settlement and abolished the conditions for employment and the number of years of payment of social security. The age conditions have been relaxed. Undergraduate talents have been relaxed from 35 to 40 years old. There is no age limit for technical and skilled talents. We will relax the forms of obtaining education for academic qualifications.

**High Subsidy Funding**

All local subsidies for the introduction of talents are mainly for fresh graduates, including a variety of categories, such as trainee subsidies, skill grade subsidies, living subsidies, and home purchase subsidies. Living subsidies are more inclusive. Nanjing, Nanchang, Zhengzhou, Shenyang and other places all have subsidies for undergraduate graduates, master graduates, and doctoral graduates, up to about 1,500 yuan per month. The "Measures for Further Accelerating the Induction of High-end Talents" formulated by Tianjin City proposed that for top masters who have worked in Tianjin for 2 months or more and less than 6 months each year for 3 consecutive years, to give them a one-time reward of 1 million yuan and 5 million yuan in scientific research funding. There are also subsidies for first-time home purchases. Nanchang proposed that full-time doctoral students and master's students working in industrial parks who purchase commodity housing for the first time in Nanchang shall be granted subsidies of 100,000 yuan and 60,000 yuan respectively.

**Security and Welfare Benefits**

There are still many places that use houses to attract talents. Zhuhai, Guangdong province also pioneered the launch of 50% housing property rights policy. Specifically, the first, second, and third categories of talents can choose to apply for the purchase of a total of 160 square meters, 120 square meters, and 100 square meters of property rights in Zhuhai City according to the ratio of 50% each of the government, which is 160 square meters, 120 square meters, and 100 square meters. After 10 years of continuous work, you can receive 50% of the property rights held by the government for free. Hainan Province will provide rent-free talent apartments for imported master
talents, outstanding talents, and leading talents at the standards of 200 square meters, 180 square meters, and 150 square meters, respectively, and will give 80% of full-time work for 5 years. Property rights, full 8 years gift 100% property rights. At the same time, it provides housing rental subsidies for other types of talents, including 5,000 yuan per month for top talents, 3,000 yuan per month for other high-level talents, 2,000 yuan per month for full-time master students under the age of 40, and 1,500 yuan per month for full-time undergraduates under the age of 35. continuous subsidy for 3 years.

The Myth of the Talent Wars in Big Chinese Cities

Emphasis on Functional Titles and Educational Thresholds

Many cities attract talented people. First of all, professional titles and academic qualifications are the first conditions. But we should also see that this standard cannot be absolute. First of all, in terms of the situation, the evaluation and determination of professional titles and academic qualifications are often mixed with complex factors and cannot represent a person's entire and true level. Second, the talent is that he has a certain field of work in a certain industry or even a unit of an enterprise. In this context, the use of professional titles and academic qualifications is too broad, which may make it difficult for talents to choose good wood, and it is difficult for employers to use it. This line is too narrow in another sense. It makes it impossible for people without professional titles and academic qualifications to be reused, so that employers can only wait for wise people despite empty positions. This can be said to be a double waste of resources. Finally, in some places there is a tendency towards simplification in the identification of talents. They only use professional titles and academic qualifications as the standard, which can only reflect the content of people's local capabilities. It identifies talents as thick lines rather than thin lines. It is dominated by the personnel department rather than the actual needs. This tendency may lead to the embarrassment of attracting talents, but it is not appropriate.

The Decision Significance of Curing Real Estate, Household Registration, Public Resources, etc

However, since the introduction of these cities' policies, they have not been free from the idea of finding "receivers" for real estate. What was the original intention of the "talent war"? Of course, treating the property boom as a byproduct of the "talent war" is probably not comprehensive. However, from the analysis on the Internet, most of the public opinion focuses on the prospects of real estate appreciation or the gold content of the college entrance examination such as a place's household registration. At least to some extent, it shows that housing or policy can be played by these cities for the more lethal card.

These cards are actually accurate. For the middle class, basic well-being such as housing, education, and medical care are the main elements of anxiety. These urban policies, to some extent, help alleviate anxiety. When the pressure on the middle class in the first-tier cities continues to rise, the preferential conditions thrown by the second-tier and third-tier cities provide a relief channel. However, these policies are difficult to get rid of the existing framework. In some extent, they are solidifying the weight of the determining significance of the happiness index such as real estate, household registration, and public resources, and continue to alienate the leverage to play a game with personal future choices. So, are talented people looking for a new entrepreneurial world in these cities, or are they choosing a price depression in the existing survival pattern with real estate and household registration as the core?

Neglect Whether Local Economic Development Lags behind or not to Retain Talent

Whether it is a home purchase discount, housing subsidies, or direct cash subsidies, these earnest, aggressive policy "dividends", after all, are only the first step to attract talent. As the "talent war" has already begun, the city's "charm value" is also related to the dominant industrial clusters. It is an indisputable fact that there are few high-quality enterprises and few opportunities in the second-tier
Many college students said: "Looking for jobs in the second line, there are fewer high-quality private enterprises, fewer large Internet companies, and too many pits. Wuhan is known as the city of universities. This is a favorite statement mentioned by Wuhan officials in the promotion of investment and city promotion. It is that there are 79 universities in Wuhan with 1.3 million college students and the number of college students in the world. But did college students turn into talents to build Wuhan? This is a rhetorical question from many regional scholars in Wuhan. Many university graduates with second-tier cities going to Beijing upstream are concentrated in the Internet, media and financial industry, and it is difficult to find a position in second-tier cities. For the best people, housing, household registration and tens of thousands of dollars in subsidies are not the key, they are more looking forward to development space.

A city can not develop without money, especially without talent. After all, the development of high-tech industries, to enhance the soft power of the city requires a large number of talents, especially those who are highly skilled. This is why there will be a "talent war." In fact, talents are not rare. What is rare is to allow talents to make their full contribution. The reason is that many leaders have no key in talent management, or can not be cited, or will not use, or can not stay, and so on.

Science, technology, innovation and entrepreneurship are the most important driving forces for modern economic and social development. In accordance with the requirements of the concept of scientific talent, efforts should be made to create a system for the development of innovative and entrepreneurial talents with Chinese characteristics, to better train, import and use innovative and entrepreneurial talents, and to speed up the construction of an innovation-oriented country and a strong talent country.

References