

The Efficiency of Public Employment Services in Chongqing Public Transport Vocational College, Chongqing, China*

Li Yuan, Winit Phacharuen, Non Napratansuk and Jariya Koment

School of Administrative Studies, Maejo University, Thailand

Corresponding Author, E-mail: winit.phacharuen@gmail.com

Abstract

The purpose of this paper is to explore the efficiency of the public employment service of Chongqing Public Transportation Vocational College and analyze its impact on students' employment and career development. Through an in-depth study of the college's public employment services, this paper attempts to reveal its strengths and weaknesses in actual operation and puts forward corresponding suggestions for improvement. This paper aims to evaluate the efficiency of the college's public employment services, assessing their impact on student career success and identifying opportunities for improvement. The study focuses on three key objectives: 1) examining the current state of public employment services at Chongqing Public Transport Vocational College, 2) identifying factors influencing these services, and 3) proposing strategies to enhance their effectiveness. A quantitative research design was employed, involving the distribution of 220 electronic questionnaires to teachers with over one year of experience at the college. The research utilized a Likert scale for data collection, supplemented by demographic information, annual reports, and employment-related statistics. A calculated sample size of 196 was used to ensure robust analysis. Three theoretical frameworks guided this study: Quality Management Theory as the primary lens, supported by Human Capital Theory and Employment Service Chain Theory.

The results revealed that: 1) The current challenges in public employment services, including job instability, employment difficulties, and a shortage of qualified

*ได้รับทุน: 8 มกราคม 2568; แก้ไขบทความ: 25 มีนาคม 2568; ตอบรับตีพิมพ์: 30 มีนาคม 2568

Received: January 8, 2025; Revised: March 30, 2025; Accepted: March 30, 2025



teachers, 2) critical factors affecting employment quality, security, environment, and information, and 3) recommendations for policy enhancements, such as prioritizing employment policies, optimizing support systems, strengthening vocational training, and improving teacher quality. This research underscores the importance of refining public employment services to better support students' career aspirations, ultimately contributing to the college's mission of fostering a skilled and resilient workforce in the transportation industry.

Keywords: Service efficiency; employment quality; Public employment; Vocational colleges

1. Introduction

With the continuous development of China's economy and the optimization of its industrial structure, the employment market is facing an increasingly complex and volatile environment. In this context, the efficiency and quality of public employment services of higher vocational colleges and universities, as an important base for cultivating high-quality skilled talents, play a crucial role in promoting the smooth employment and career development of students.

Over the past decade, the proliferation of higher education institutions and the burgeoning number of graduates have reshaped the employment dynamics, culminating in a record high of 11 million graduates in 2021. This unprecedented influx has intensified the employment crisis, casting a spotlight on the pressing need for effective public employment services tailored to the unique challenges faced by college graduates.

As a bridge connecting students and the job market, the efficiency of public employment services not only concerns the immediate interests of students, but also directly affects the reputation and long-term development of the college. However, in practice, public employment services often face many challenges, such as information asymmetry, cumbersome service processes, and uneven service quality. These problems not only affect students' employment experience, but also constrain the improvement of the efficiency of public employment services.

Chongqing Public Transportation Vocational College stands as a case in point, where the disparity between graduate output and employment quality is starkly evident.



The college, which plays a pivotal role in supplying skilled labor to the public transportation sector, faces mounting pressure to enhance its employment outcomes. The graduates' struggle to secure meaningful employment that aligns with their training underscores a broader systemic issue that necessitates a strategic overhaul of public employment services.

This study delves into the core issue of employment quality at Chongqing Public Transportation Vocational College, aiming to unearth the underlying factors contributing to this predicament and proposing actionable solutions to bridge the gap between education and employment. By examining the efficacy of current public employment services and identifying areas for improvement, this research endeavors to provide a roadmap for fostering better employment outcomes, thereby alleviating the employment pressures faced by the institution and its graduates.

The significance of this study extends beyond the confines of a single institution, offering insights that could inform broader policy initiatives and service enhancements across the higher education sector. Addressing the employment quality dilemma is not merely a matter of improving individual career prospects; it is a societal imperative that holds the potential to bolster economic stability, drive innovation, and enhance the overall quality of life.

In the chapters that follow, this study will explore the multifaceted nature of graduate employment, assess the current state of public employment services, and present a comprehensive strategy for elevating the employment quality of graduates from Chongqing Public Transportation Vocational College. Through this endeavor, the research aims to contribute to the ongoing discourse on education and employment, ultimately striving to create a more equitable and effective pathway from education to meaningful employment.

2. Research Objectives

1. Understand the current situation of public employment service quality of Chongqing Public Transport Vocational College.
2. Investigate the main factors of public employment service quality in Chongqing Public Transport Vocational College.



3. Seek solutions to improve the quality of public employment services of Chongqing Public Transport Vocational College.

3. Methods

This study used random sampling method to conduct the questionnaire survey. In order to determine the actual sample size of the respondents, the total number of people related to employment in Chongqing Public Transportation Vocational College is 220, and the total number of questionnaires for this study is 220.

This study adopts a quantitative design, 220 electronic questionnaires were distributed to the teachers of Chongqing Public Transportation Vocational College who have more than one year, the quantitative research methods used mainly include the location of this study is Chongqing Public Transportation Vocational College, the questionnaires include the basic demographic information and descriptive questions, the design of Likert scale was used, the source of the data is mainly from three aspects, the first Internet. Secondly from annual reports and employment related statistics; thirdly data collected through questionnaires, this study calculated the sample size is 196 through the use of statistical formulas, this time using questionnaires and descriptive analyses.

According to the report, teachers from Chongqing Public Transport Vocational College who have been in the field for more than one year answered questions. Then the total sample will be at least 220 samples. Therefore, in order to estimate the sample size of the dominant person, the method is applied. To determine the sample size of the primary participant, the investigators designed a sufficient sample to generate a 95% confidence interval that predicted the proportion of repeat principal participants in the plus or minus 5% range.

4. Results

The main finding of the study is the current situation of Chongqing Public Transportation Vocational College, which stems from the answer to question 1: the unstable employment of students and the insufficient degree of re-testing of teachers in the college have led to difficulties in the employment of students.

**Table 1** The Current Status of the Efficiency of Public Employment Services

No	Name	Mean	Standard deviation	Opinion
1	Insufficient attention by faculty members	3.88	1.50	Strongly agree
2	Difficulty in choosing a job	2.82	0.91	Strongly agree
	Total	3.35	1.21	Strongly agree

Table 2 Factors Affecting the Efficiency of Public Employment Services

No	Name	Mean	Standard deviation	Opinion
1	Do you think the job security is high	2.82	0.84	Strongly agree
2	Do you think the employment environment is good	3.10	2.38	Strongly agree
3	Schools provide a lot of employment information	2.59	0.70	Strongly agree
4	The school provides many job opportunities and holds job fairs	2.70	0.68	Strongly agree
5	I believe we have confidence to get good Efficiency of Public Employment Services in our school	3.43	0.10	Strongly agree
6	I believe we have the ability to provide good Efficiency of Public Employment Services in our school.	3.01	0.72	Strongly agree



No	Name	Mean	Standard deviation	Opinion
7	Compared to other school, our school have enough ability to provide good Efficiency of Public Employment Services in our school.	2.62	0.76	Strongly agree
8	The supervisor will provide support to us to provide good Efficiency of Public Employment Services in our school.	2.90	0.84	Strongly agree
9	The supervisor will give us suggestion for provide good Efficiency of Public Employment Services in our school.	2.55	0.68	Strongly agree
10	My supervisor often recommends me to provide good Efficiency of Public Employment Services in our school.	2.68	0.75	Strongly agree
Total		2.84	0.85	Strongly agree

Table 3 Solution Measures to Improve the Efficiency of Public Employment Services

No	Name	Mean	Standard deviation	Opinion
1	Need to Optimising and improving the employment support system	4.00	1.97	Strongly agree
2	Enhancing Teacher Team Building	3.60	1.77	Strongly agree



No	Name	Mean	Standard deviation	Opinion
3	Need to Strengthening vocational training	3.51	1.62	Strongly agree
	Total	3.56	1.70	Strongly agree

The second question is answered in Table 2, where the main factors affecting the quality of education are: job security, employment environment, quality of education and information on employment.

Table 3 answers the third question. The conclusions drawn from the survey and research are: strengthening the policy of giving priority to employment, optimising and improving the employment support system, strengthening vocational training and upgrading the level of teachers.

The results of the study are as follows:

1. The main findings of this study yielded problems Job instability, employment difficulties, insufficient teacher guidance, the degree of the survey shows that in terms of reliability, the proportion of respondents who chose "dissatisfied" and "very dissatisfied" are more than 50 percent.
2. The questionnaire survey shows that employment security, employment environment. Employment information, through from the choice of "unsatisfactory" and "very unsatisfactory" proportion of respondents are more than 50 percent.
3. The questionnaire survey shows that in terms of reliability, the proportion of respondents who chose "satisfied" and "very satisfied" both exceeded 50 percent.

5. Discussion

In the research process of this paper, we deeply analyzed the current situation of the public employment service of Chongqing Public Transportation Vocational College, explored the influencing factors of its service efficiency, and put forward corresponding suggestions for improvement. Through this study, we found that the public employment service of the college exists in several aspects that are worth discussing and improving.



First of all, the college's public employment service shows high efficiency in the release of employment information. Through various channels, such as school-enterprise cooperation, career guidance center, and online recruitment platform, the college timely releases enterprise recruitment information and industry news to help students understand the market demand and employment situation. This diversified information release not only improves the coverage and timeliness of information, but also provides students with more employment options and opportunities.

The research also resonates with Nilkaw, Panyaweeratat, & Munmee (2023, pp. 70-84), who examined the management of elderly welfare, noting how various sectors contribute to the development and satisfaction of individuals. In the context of employment, the concept of efficiency, satisfaction, and adaptability—similar to the elderly welfare framework—can be applied to evaluate how well employment services function. In this study, the findings point to a significant dissatisfaction among respondents, particularly in terms of the guidance offered by faculty members and the employment instability experienced by graduates. Over 50% of the respondents expressed dissatisfaction, emphasizing the need for better guidance and support for students during their transition into the job market. This dissatisfaction aligns with Stewart's (2013, pp. 4-6) research, which highlighted the importance of a multi-stakeholder approach to employment services. Stewart argues that successful job placement is not just about individual efforts but a collaborative service chain involving job seekers, employers, educational institutions, and government agencies.

One of the most striking points from the study is the emphasis on the quality of employment over the sheer quantity of job placements. Ma Qingsfa (2004) notes that vocational education research should shift its focus from the "employment rate" to "employment quality." This perspective highlights that the quality of a graduate's employment reflects various socio-economic factors, including social status, professional prestige, salary levels, and opportunities for career development. By shifting the focus to the quality of employment, educational institutions and policymakers can better assess the long-term success of graduates in the labor market, rather than simply measuring the number of graduates who find jobs.



Given the findings of this research, it is clear that addressing the challenges faced by graduates requires a systemic approach that incorporates improvements in vocational education, employment service systems, and faculty support. By focusing on both the quantity and quality of employment, educational institutions can contribute to reducing unemployment rates while simultaneously enhancing the professional and socio-economic outcomes for graduates. The study's findings have significant implications for both policy and practice. First, policymakers should consider integrating a more holistic approach to employment services, as recommended by Stewart (2013). This includes the collaboration of various stakeholders such as educational institutions, government bodies, employers, and training organizations to form an employment service chain that supports students at every stage of their job search.

Furthermore, educational institutions should prioritize enhancing vocational training programs, focusing not just on technical skills but also on soft skills like communication and critical thinking, which are highly valued by employers. Teacher development should also be a key area of focus, as the study reveals that many faculty members are not sufficiently equipped to provide the necessary guidance to students regarding employment opportunities and career planning. In terms of employment quality, it is crucial that institutions and policymakers alike recognize the value of professional development opportunities and work placements that offer graduates exposure to diverse industries and career paths. This approach not only prepares students for the demands of the job market but also ensures that they are equipped to pursue meaningful, long-term careers. Overall, the research calls for a more integrated and proactive approach to improving student employment outcomes. By addressing the systemic issues related to human capital signals, faculty support, and the employment service chain, educational institutions can play a crucial role in enhancing the employability of their graduates and the overall quality of employment they secure.

6. Suggestions

To tackle the challenges related to student employment and the quality of education at Chongqing Public Transportation Vocational College, a comprehensive,



strategic approach is required. The government and the institution must collaborate to create a robust employment framework and improve educational outcomes. The issues of unstable employment and insufficient re-testing by instructors call for targeted actions that address both employment and academic quality.

1. Strengthening Government Oversight and Support: The government is a critical player in shaping the employment landscape for vocational college students. Strengthening supervision and providing clearer guidance on employment initiatives will ensure that colleges meet their obligations to prepare students for the workforce. A more effective regulatory framework, coupled with better incentives for colleges, will encourage institutions to prioritize employment readiness.

2. Optimizing Employment Priority Policies: Vocational colleges should enhance their policies to prioritize employment outcomes. This includes directly linking academic curricula with job opportunities by integrating industry demands into the curriculum. Stronger partnerships with local businesses can provide students with valuable hands-on experience, aligning their skills with current job market needs. By establishing dedicated job placement services and maintaining close relationships with employers, colleges can significantly improve student employability.

3. Improving Employment Support Systems: To better assist students, the college should refine its employment support system, offering personalized and comprehensive services. Career counseling, job fairs, internships, and work-study programs should be established to connect students with potential employers. A data-driven approach to tracking employment trends will allow the college to continuously adapt its support services. Additionally, career development workshops can help students enhance their job search skills, including resume building and interview preparation.

4. Addressing Unstable Employment: Unstable employment among graduates is a significant concern, often due to a mismatch between the skills students acquire and the needs of the labor market. To address this, the college should forge ongoing partnerships with industry leaders to ensure its curriculum remains aligned with evolving market demands. Post-graduation follow-up programs and re-testing by instructors can track career progress and identify areas for improvement, providing continuous support as



students transition to the workforce.

5. Enhancing Vocational Training and Teacher Development: Upgrading vocational training is essential to ensuring that students graduate with competitive, marketable skills. The college should incorporate the latest technological advancements and industry standards into its training programs. Equally important is the professional development of teaching staff. Regular training and collaboration with industry professionals will ensure instructors are equipped with the latest knowledge, enhancing the relevance and quality of education provided.

6. Creating a Robust Employment Ecosystem: The quality of education should not only be measured by academic standards but also by the employment outcomes it generates. A strong employment ecosystem requires collaboration among government bodies, industries, employers, and educational institutions. The development of career pathways, mentorship programs, and entrepreneurial initiatives will create a supportive environment for students, equipping them with the skills and tools needed for career success.

Chongqing Public Transportation Vocational College must adopt a proactive approach to enhancing employment support systems, refining training programs, and improving faculty qualifications. By aligning academic offerings with industry needs and ensuring students are well-prepared for the workforce, the college can increase employment stability for graduates, elevate educational quality, and make a positive impact on the local economy. The collaboration between government and educational institutions is essential in creating a sustainable employment ecosystem that benefits both students and employers, ensuring long-term success.

7. Knowledge Assets

This study delves into the employment dynamics of college students, with a distinct focus on the factors influencing the quality of their employment. Unlike previous research that primarily examined employment rates, this paper introduces a fresh perspective by aligning with the evolving demands of the new era. By identifying additional influencing factors, it aims to provide a more comprehensive and precise evaluation of employment outcomes.

Specifically, the research explores the efficiency of public employment services at Chongqing Public Transport Vocational College. It investigates how these services impact students' employment prospects, enhance the college's reputation, and foster school-enterprise cooperation. The college has demonstrated exceptional performance in this area, offering robust support for students through a well-developed employment service system. This includes expanding job opportunities, disseminating employment information, implementing targeted assistance measures, and improving overall service efficiency.

The study also looks ahead to the potential future advancements and successes of Chongqing Public Transport Vocational College in further enhancing the efficiency of its public employment services.

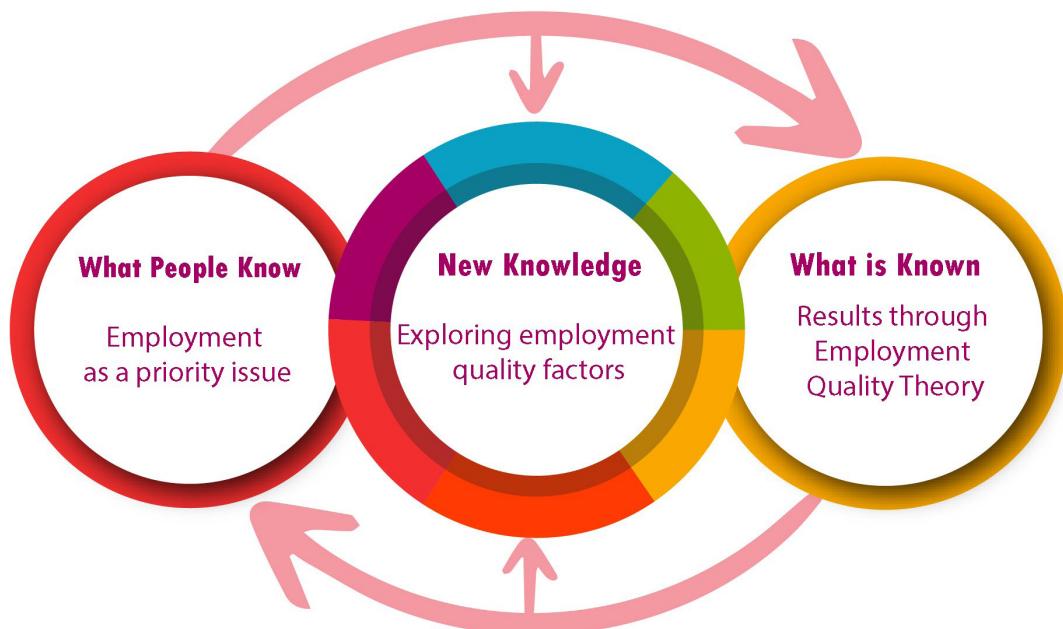


Figure 1 New knowledge

References

Ma, Q. (2004). Enhancing employment quality: A new perspective on the development of vocational education. *Education and Occupation*, (12), 6-8.



Nilkaw, D., Panyaweeratat, N., & Mummee, T. (2023). Effectiveness of elderly welfare management of Pa Daet Subdistrict Municipality, Mueang Chiang Mai District, Chiang Mai Province. *Journal of Social Sciences and Modern Integrated Sciences*, 4(2), 70-84. <https://so09.tci-thaijo.org/index.php/JSMIS/article/view/1785/1978>

Stewart. (2013). China College Student Employment Report, [M] Beijing. *Social Science Literature Publishing House*, (09), 4-6.

