

# Research on the Path of High-quality Employment for the New Generation of Migrant Workers under the Background of Digital Economy

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**Abstract:** In the context of digital economy, the employment quality of the new generation of migrant workers plays a key role in the overall employment situation. Therefore, this paper analyzes the research status and practice path of high-quality employment for the new generation of migrant workers, and puts forward relevant suggestions on policy and path selection for the high-quality employment of the new generation of migrant workers.

**Keywords:** High-Quality Employment; Digital Economy; The New Generation of Migrant Workers

## 1. Introduction

Employment is the biggest livelihood and the most basic support for economic development. To comprehensively promote rural revitalization and regional coordinated development, the most arduous and onerous task is still in rural areas. As an important employment group, the new generation of migrant workers' employment plays a pivotal role in stabilizing the overall employment situation.

At present, the digital economy is reshaping the international economic pattern and human production and way of life. In the decade from 2012 to 2022, the scale of digital economy has grown from 11 trillion yuan to 50.2 trillion yuan, and the proportion of digital economy in GDP has increased from 21.6% to 41.5%, becoming an important engine to promote high-quality economic and social development. High-quality employment is the key to high-quality development, but whether the engine of digital economy can promote the high-quality employment of the new generation of migrant workers and its path are rarely discussed. The rapid development of digital economy to create the opportunity and

challenge for migrant workers. On the positive side, the digital economy provides a richer and more efficient employment environment for migrant workers. The proportion of jobs in the field of digital industrialization is significantly higher than the proportion of GDP in the same period, the number of recruitment posts accounts for 32.6% of the total. It provides a broad space for migrant workers to start their own business and find flexible employment, expands employment positions and improves the employment efficiency of migrant workers. Therefore, this paper attempts to sort out the relationship between the digital economy and the high-quality employment of the new generation of migrant workers, and explore the path mechanism to improve the quality and efficiency of high-quality employment of the new generation of migrant workers under the background of digital economy, so as to promote high-quality economic development.

## 2. The Research and Development Status of Digital Economy and New Generation of Migrant Workers

### 2.1 Digital Economy

Digital economy is a new economic form after agricultural economy and industrial economy. It takes data resources as the key element, modern information network as the main carrier, and promotes economic development through the integration and application of information and communication technology and all-factor digital transformation. We will promote a new economic form that more closely integrates fairness and efficiency. Combing through the existing studies, it is found that the integrated development of digital economy and agricultural and rural economy can promote agricultural upgrading, rural progress and farmer development in multiple

aspects<sup>[1]</sup>. Although the development level of digital economy is increasing year by year, there is significant inter-regional and intra-regional heterogeneity, showing a trend of decreasing "east-middle-west" and "coastal-inland" in spatial terms, and the problem of inadequate and unbalanced development of digital economy is still serious<sup>[2]</sup>. Although the existing literature has discussed the influence of digital economy on the factors related to the employment of migrant workers, few studies have paid attention to the path selection of digital economy to support the high-quality employment of the new generation of migrant workers and the driving mechanism behind it.

## 2.2 Employment Quality of New Generation Migrant Workers

The new generation of migrant workers mainly refers to people born in the 1980s or 1990s who are registered as rural residents but are employed in urban areas. Most of them were born in rural areas and choose to work in urban areas after graduating from middle and high schools. Some grew up in towns with parents who worked outside. They entered the society early, separated from the city and the countryside, basically did not engage in agricultural production, not as attached to the country as their parents. According to the monitoring report of the new generation of migrant workers in Beijing in 2020, the proportion of new generation migrant workers has reached 50.1%, of which 66.3% is male, an increase of 4.6 percentage points over 2019, and the proportion of males is 32.5 percentage points higher than that of females.

The quality of employment is a multi-dimensional concept, which mainly includes the working income of the practitioner, the working environment, the prospect of personal development and the degree of satisfaction with the work, as well as the satisfaction of the employer, the family and the society. With the development of industrialization, the higher labor productivity of the non-agricultural sector has attracted a large number of rural surplus labor transfer, which is the optimal allocation of labor resources among industries and has made outstanding contributions to the sustained growth of economy<sup>[3]</sup>. However, based on the

survey data of labor dynamics, Deng Rui (2019)<sup>[4]</sup> systematically evaluated the employment effect of social capital on migrant workers from the perspective of multidimensional employment quality including wage income, labor supply, job stability and welfare benefits, indicating that social capital has advantages in mobilizing employment resources, and many employment quality dimensions show positive effects. The following year, based on the same data, Zhang Yuan(2020)<sup>[5]</sup> found that the employment quality of migrant workers was lower than that of urban workers in terms of key employability indicators such as human capital and social capital, and that the key factors affecting the employment quality of second-generation migrant workers were the level of working city and individual human capital, thus proposing that the improvement of human capital is an important path to improve the employment quality of migrant workers. Migrant workers have high labor intensity and high work risk, but their welfare benefits are significantly different from those of urban workers<sup>[6]</sup>. High-quality non-agricultural employment can not only promote the diversification of farmers' income, enhance their status in society and sense of self-worth, but also have great significance for achieving the strategic goal of shared prosperity. Therefore, how to optimize the employment quality of migrant workers, whether from theory or practice, has extremely important research value.

## 2.3 The Impact of the Development of Digital Economy on the Employment Quality of Migrant Workers

The academic circle mainly divides the discussion on how the development of digital economy affects the employment quality of migrant workers into two aspects<sup>[7]</sup>: Some literatures explored the impact of the development of digital finance on the employment quality of migrant workers, and found that the development of digital finance significantly improved the hourly wage rate and job autonomy of migrant workers, and had a positive effect on the employment quality<sup>[8]</sup>. Another part of the literature analyzes the impact of industrial intelligence on the employment quality of migrant workers, among which the impact of industrial intelligence on the employment quality of migrant workers has

a double effect: "substitution effect" and "intelligent effect". In between, the "substitution effect" dominates, thus impeding their high-quality employment. The negative impact is more significant for first-generation and non-native migrant workers, migrant workers with low levels of social capital and skills, migrant workers engaged in jobs with conventional characteristics, and migrant workers in the east and areas with weak labor protection<sup>[9]</sup>. In fact, digital finance and industrial intelligence are both products of the development of digital economy, and it is difficult to fully reflect the essential characteristics of the digital economy with more abundant connotations from a single perspective. However, there are few literatures to conduct in-depth discussion on the causal relationship and mechanism between the development of digital economy and the employment quality of migrant workers.

At present, they have become the main body of migrant workers. On the whole, the digital economy has a more significant positive impact on the employment quality of the new generation of migrant workers. First of all, the digital economy and platform economy have created more employment and entrepreneurship opportunities for them, especially narrowing the development gap between the new generation of migrant workers in third - and fourth-tier cities and big cities. Secondly, according to an analysis based on the generalized propensity score matching method, the digital economy has a significant positive impact on the high-quality employment of migrant workers. Although this impact will decrease after the initial rise, the marginal effect of high-quality employment of migrant workers will reach the best when the digital economy reaches the medium level of development. In addition, the digital economy has a more obvious role in promoting the employment quality of "new generation" and "high-skilled" migrant workers engaged in manufacturing, transportation and residential service industries.

### 3. Track Search

#### 3.1 Strengthen Information Literacy and Digital Skills Training

In the era of digital economy, the characteristics of work are changing and

reshaping, and information literacy and digital skills may become the necessary abilities of the new generation of migrant workers. In this context, the new generation of migrant workers need to have a higher level of education and professional skills to adapt to the new employment environment. In 2022, the average age of migrant workers is 42.3 years old, and the proportion of migrant workers under 40 years old is 47.0%. This new generation of migrant workers is the main force of social and economic construction. Compared with the first generation of migrant workers, they have a stronger acceptance ability, a faster grasp of new skills and knowledge, and a stronger body and better physical quality. In order to give full play to the potential of these migrant workers, we need to increase their vocational skills training, so that they can proficiently use a variety of information technology tools, improve work efficiency and competitiveness, so as to help them adapt to the development needs of the new era, and provide a steady stream of reserve talent support for industrial upgrading and economic growth.

**Table 1. Age Composition of Migrant Workers**

Units: %

| Age Groups        | 2018 | 2019 | 2020 | 2021 | 2022 |
|-------------------|------|------|------|------|------|
| 16-20 years old   | 2.4  | 2.0  | 1.6  | 1.6  | 1.3  |
| 21-30 years old   | 25.2 | 23.1 | 21.1 | 19.6 | 18.5 |
| 31-40 years old   | 24.5 | 25.5 | 26.7 | 27.0 | 27.2 |
| 41-50 years old   | 25.5 | 24.8 | 24.2 | 24.5 | 23.8 |
| Over 50 years old | 22.4 | 24.6 | 26.4 | 27.3 | 29.2 |

Source: National Bureau of Statistics

First, the government and employers should increase investment in the education and training of migrant workers, and provide diversified and personalized training courses to help them improve their skills and qualities. Secondly, they can also jointly set up special training funds to support the information literacy and digital skills training of the new generation of migrant workers. These funds can be used to subsidize training costs, purchase training materials and equipment, etc., so as to reduce the economic burden of migrant

workers participating in training. Finally, it can promote the digitalization and network training of the new generation of migrant workers. Through a combination of online and offline methods, the focus is on cultivating their professional skills needed to adapt to the development of the digital economy, such as cloud computing, block chain, data analysis, e-commerce operations, and ICT supplementary skills.

### **3.2 According to the Needs and Characteristics of Different Migrant Workers, Develop Personalized Training Programs**

With the advent of the era of "Internet - cloud computing - block chain - Internet of Things", digital resources have fully flowed between different business entities, different marketing fields and different production departments, and then gave birth to many economic models such as "digital economy +" and "Internet +". Similarly, for migrant workers, the development of the digital economy has also brought a variety of demand matching. First of all, employers need to conduct demand research to understand the needs and characteristics of different groups of migrant workers before formulating personalized training programs. Information on migrant workers' training needs can be collected through questionnaires, interviews and other means, including the vocational skills they want to learn, and their preferences on training forms and time. This can ensure that the training program is targeted and practical, and can better meet the learning interests of migrant workers. Moreover, according to the needs and characteristics of different migrant workers, a variety of training forms can be used for teaching. For example, for migrant workers who are time-constrained, online education platforms or mobile learning applications can be provided so that they can learn anytime and anywhere. For migrant workers who need hands-on operations, field trips or internship programs can be organized to allow them to experience and apply the skills they have learned. Second, individualized training programs should take into account the different learning abilities and backgrounds of migrant workers. Different learning paths can be set, so that migrant workers can choose their own learning content and progress according to their

actual situation. For example, for migrant workers who already have a certain foundation, advanced courses can be provided; For beginners, you can start with the basics. However, in the course of training, we should pay attention to the combination of practice and theory. In addition to imparting relevant theoretical knowledge, practical operations and case studies should also be arranged so that migrant workers can apply their knowledge to practical work. Finally, personalized training programs are not just one-time teaching activities, but should provide ongoing follow-up and support. At the same time, career counseling and guidance services can also be provided to help migrant workers solve the problems and puzzles encountered in employment, and ensure that the new generation of migrant workers can truly benefit from training.

### **3.3 Improve the Policy Support and Institutional Guarantee System**

As the main group of "digital sharecroppers" or "free digital workers", the new generation of migrant workers is faced with a natural digital skills shortage. A considerable part of the new generation of migrant workers failed to enjoy the shared fruits brought by the digital economy, but made their survival more unstable, unable to display in the labor market, further deepening their employment "marginalization". Faced with such urgent practical problems, the government should speed up the formulation and improvement of relevant policies to provide more high-quality employment support and services for the new generation of migrant workers. First, the government can support entrepreneurship and employment in rural areas through fiscal subsidies, tax incentives and other measures. This will help the new generation of migrant workers find stable jobs in their hometowns and reduce their dependence on cities. At the same time, the government should also strengthen the protection of migrant workers' rights and interests to ensure that they are not discriminated against and exploited in the labor market. In addition, the government can also promote the integration of the digital economy and the real economy to create more high-quality job opportunities for them. In this way, they can leverage their digital skills and contribute to the development of the rural

economy. Finally, the government should also strengthen the construction of the social security system to provide basic public services such as old-age care, medical care and education for the new generation of migrant workers. This will help improve their quality of life and sense of social stability. In short, through the implementation of these policies and measures, the government can provide more high-quality employment support and services for the migrant workers, help them get rid of the dilemma of "marginalization", achieve comprehensive development and social integration, and enable more workers to obtain fair and guaranteed high-quality employment opportunities.

### **3.4 Improve Personal Quality and the Ability to Use Social Network Resources**

The new generation of migrant workers should constantly improve their own qualities, including communication ability, teamwork ability and innovation ability, so as to meet the employment needs of the digital economy era. At the same time, they should actively use social network resources to expand interpersonal relationships and create more opportunities for their career development. At the same time, the government can also build a digital employment service system for the new generation of migrant workers, and establish digital services such as online career guidance, recruitment information and online learning for the new generation of migrant workers, so as to improve their efficiency in finding jobs and starting businesses.

### **3.5 Encourage and Support the New Generation of Migrant Workers to Start Their Own Businesses**

In the context of the rapid development of the digital economy, many entrepreneurial forms have emerged. For example, through self-study or participation in the e-commerce training, it is not uncommon for the new generation of migrant workers to return home and play with live streaming of goods. The live streaming of goods generated by the integration of information technology platforms represented by the "Internet" and various industries has provided a new path for the new generation of migrant workers to get rich. In view of this, the government can organize professional entrepreneurship training institutions to provide

entrepreneurial knowledge and skills training for the new generation of migrant workers, and help them understand the market demand, make business plans, and manage enterprises. Secondly, it is also important to simplify the entrepreneurial procedures and approval processes to reduce the time cost and economic cost of the new generation of migrant workers in the entrepreneurial process. For example, convenient measures such as the "One-netcom Office" can be implemented to make it easier for the new generation of migrant workers to go through relevant procedures. Moreover, the government can strengthen the publicity and promotion of entrepreneurship policies for the new generation of migrant workers through various channels, so that they can understand the government's supporting policies and service measures. In addition, the government can also encourage social capital to invest in the entrepreneurial projects of the new generation of migrant workers through tax incentives and other measures to help the new generation of migrant workers with the willingness and conditions to achieve high-quality independent employment.

## **4. Conclusion**

In the era of digital economy, as a new and special part of migrant workers, the employment quality of the new generation of migrant workers is very important. In a word, first of all, the development of digital technology and new business forms has spawned many new industries and professional positions, providing a broad employment opportunity and development space for the new generation of migrant workers. But their overall skills are still far from the requirements of these new jobs. Secondly, the development of digital economy requires the new generation of migrant workers to have the corresponding information literacy and digital skills. Therefore, strengthening information literacy and digital skills training is the key to improve the employment quality of the new generation of migrant workers. Finally, high-quality employment is a systematic project that requires the participation and support of all sectors of society. The government, employers and individuals of the new generation of migrant workers should work together to provide a good employment environment and

conditions for high-quality employment of the new generation of migrant workers, so that the new generation of migrant workers can smoothly transition to the wave of digital economy and achieve higher quality employment and development. Through joint efforts, we believe that the new generation of migrant workers can enjoy a more equitable and high-quality work and life in the context of the digital economy, and make greater contributions to economic and social development.

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