



The Influence of Shanghai Settlement Policy on the Graduation Destination of College Students: Take Grade 2022 Graduates of One University in East China as an Example

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Abstract

Shanghai issued a new settlement policy in September 2020, indicating that fresh graduates who have graduated from "world-class university Construction University" can directly settle down if they meet the basic application conditions. The gradual relaxation of the settlement policy reflects the city's demand and desire for high-quality talents. Based on the background of the new settlement policy in Shanghai, this paper selects the fresh graduates of a university in East China as the research object. Through the method of questionnaire survey, this paper studies and discusses the willingness of fresh graduates to settle in Shanghai and the reasons behind it, explores and puts forward suggestions on the development plan of attracting talents and students career outlook in Shanghai.

Keywords: Shanghai; Settle; University; Fresh graduates

Introduction

Shanghai is located in the east coast of China. With rapid economic development and high level, it is the largest economic development center in China. Its high degree of opening to the outside world, many enterprises, rich employment opportunities, high-quality educational resources, advanced medical level, comprehensive and convenient public service system make Shanghai a strong attractive city. Data shows that Shanghai is the preferred job city for 2022 graduates, and more and more people want to come to Shanghai to seek work.

However, the enjoyment of high-quality resources is not easy to obtain, such as education, housing, medical treatment, etc. These are the resources and benefits hidden behind the registered permanent residence. What is Hukou? It is a personal identity certificate, a basic requirement for obtaining potential resources corresponding to the city, and represents various policy benefits hidden behind, such as high-quality educational resources, high-level medical resources, housing problems and so on. Zhang Jingxuan pointed out in the research on the settlement of Shanghai college students in the new deal that Shanghai Hukou represents the distribution of public welfare and social security resources such as housing, medical treatment and education hidden in the future [1]. These resources are directly related to personal living standards and quality of life, and are an important guarantee for personal long-term stable life. Hu Lei et al. [2] also pointed out that if an individual obtains a hukou, he or she can obtain more quality resources, thus improving his or her life expectation level. It can be seen that Hukou plays an irreplaceable role in an individual long-term and stable life. However, the acquisition of household registration has corresponding requirements. For example, for a long time, Shanghai has implemented integral settlement, which divides the settled population into six types, including fresh students' settlement, residence transfer, separation and transfer, resettlement, talent introduction and returnees' settlement. In addition to those college graduates who meet the requirements (with a cumulative score of 72), most of them need to wait a long time before they can settle down. As a result, most of them need a long time before they can enjoy the benefits of settling down.

With the continuous development and progress of economy and society, human resources have become the vitality and driving force of urban development, which is to reshape the driving mechanism, change the economic form breaking through the key elements of urban function [3]. High quality talent resources play a key role in promoting industrial upgrading and economic

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development in the future. Therefore, the cultivation and flow of talents will inevitably lead to changes in the population structure of various regions, and then affect the formulation and implementation of talent policies. Based on the important role of talent resources in urban population structure and development, various regions have opened up "Rob people" war. Based on the importance of Hukou and the resource convenience it can bring behind it, cities widely attract talents through the direct way of relaxing the settlement policy. As a major part of human resources, college graduates have also become the focus of settlement policies around the world. For example, Shanghai has always implemented a strict settlement policy and gradually relaxed the settlement restrictions since 2018. First, in 2018, it proposed to implement the policy of "taking Peking University and Tsinghua University as the pilot to explore the establishment of fresh graduates who are domestic high-level universities at the undergraduate stage and can be settled directly if they meet the basic application conditions". Then, in September 2020, Shanghai further relaxed the restrictions and expanded the existing pilot scope to "world-class university construction universities" in Shanghai, which means that fresh graduates of "world-class university construction universities" including the university in East China can directly settle down if they meet the basic application conditions. The gradual relaxation of the settlement policy reflects the city demand and desire for high-quality talents.

Based on Shanghai own development advantages and the potential welfare advantages of Hukou, with the support of the new settlement policy in Shanghai, how do fresh graduates of "world-class universities" in Shanghai maintain their willingness to settle down and whether they are more willing to settle down in Shanghai for development. Therefore, based on the background of the new settlement policy in Shanghai, this paper selects the fresh graduates of one university in East China as the research object. Through the method of questionnaire survey, this paper studies and discusses the willingness of fresh graduates to settle in Shanghai and the reasons behind it, so as to make some efforts to attract talent development and students' career outlook development in Shanghai.

Review

In registered residence system, many scholars have done some related discussions, focusing on the reform and future development of registered residence system. The research related to the settlement policy in Shanghai mainly focuses on its policy comparison and policy reform, including a simple policy introduction. Xiong Ying [4], as a researcher, introduced the registered residence policy in 2010, focusing on the reform of household registration system in Shanghai, Shenzhen, Chongqing and Chengdu. At that time, Shanghai implemented a strict household registration system and made recommendations for the reform of the system.

Li Yulin [5] compares the "integral system" settlement policy of Guangzhou and Shanghai, and makes full exploration of its characteristics. Shanghai residence permit management system attaches too much importance to the process, but lacks the overall settlement system. In terms of policy reform, Peng Xiaohui et al. [6], based on the household registration system in urban and rural areas, and put forward the reform orientation of urban and rural household registration integration, so that the household registration system must return to the standard, gradually reduce the threshold for entering the city, and pay attention to the integration of urban migrants in the floating population.

The relevant literature on settlement policy and employment choice of college graduates mainly focuses on the choice of employment place and talent settlement policy, such as the factors affecting the choice of employment place of graduates and the characteristics of the choice of employment place of graduates. Ma Liping et al. [7] analyzed the characteristics of graduates' employment choice under the background of Beijing's tightening household registration policy. The study found that the growth rate of non-Beijing graduates' employment in Beijing slowed down, men, the top 25% of academic achievements, graduate education, are more likely to choose employment and settlement in Beijing, and students with more party members and job-hunting expenses are more likely to settle in Beijing. In consideration of the influence of the place of origin, it is found that graduates are more willing to choose employment in the place of origin, and there will also be certain studies on their graduation employment choices in the place of study. Graduates of "211" key universities are more willing to stay in the place of employment, but there is no research connection with hukou [8]. In his research on the employment choice of college graduates in Shanghai, Wei Xiaochao [9] pointed out that men choose to stay in Shanghai for employment than women. In the aspect of talent settlement policy, Wang Yun et al. [10] analyzed various practical difficulties encountered by college graduates in settling down, revealing the practical problems existing in today's social hukou management, including difficulty in settling down and the "household separation" problem, which will lead to a higher cost of living for the floating population, enjoy less resource welfare.

Research Question

1. Will the new settlement policy in Shanghai affect the settlement choice of fresh graduates of "world-class universities" in Shanghai?
2. Under the new settlement policy in Shanghai, will fresh graduates of "world-class universities" in Shanghai be more willing to choose to stay in Shanghai for development?
3. What are the influencing factors behind graduates' willingness to settle down?

Method

According to the research content, this study selects the fresh non-Shanghai graduates of a pair of first-class universities in Shanghai as the survey object. Through the method of questionnaire survey, this paper collects and analyzes the graduates' settlement intention information and the possible relevant information behind the new settlement policy in Shanghai.

Study dependent variables and measurements

The dependent variable of this study is the graduates' willingness to settle in Shanghai, and the question item is "do you choose to settle in Shanghai after graduation?". Two options are set in the survey, yes and no. Yes represents 1 point and no represents 0 point.

Study independent variables and measurements

The independent variables in the study can be divided into demographic statistical variables, human capital variables, personal subjective variables, family variables and regional variables.

Demographic statistical variables

Demographic statistical variables include gender, age, place of origin, place of residence and number of brothers and sisters. First, gender in the questionnaire includes male and female categories,

which are represented by 1 and 2 respectively. Second, the place of origin and residence of students are filled in by the participants themselves in the questionnaire. In the subsequent statistical analysis, they are divided into Shanghai and non-Shanghai, represented by 1 and 2 respectively. Thirdly, for the number of brothers and sisters, five options are set in the questionnaire, namely 0, 1, 2, 3, 4 and above. The results of the five options are directly used in the follow-up.

Human capital variable

Human capital variables include educational background, professional type and internship experience. First, in the questionnaire survey, education is divided into undergraduate and graduate students, represented by 1 and 2 respectively. Second, the specialty types include literature and history, science and engineering, economics and management, politics and law, pedagogy, medicine, art and others. Third, internship experience refers to whether an individual has internship experience in Shanghai. Yes and no options are set, represented by 1 and 0 respectively.

Individual subjective variable

The first is the length of personal life in Shanghai. Five options are set, including less than 2 years, 2-3 years, 3-4 years, 4-5 years and more than 5 years. The second is the personal preference for life in Shanghai, which uses a five-level score, from "very dislike" to "very like". Finally, the personal outlook on job selection, that is, the orientation of job selection units after graduation. In the options, government institutions, state-owned enterprises, foreign enterprises, private enterprises, independent entrepreneurship and others are set. In addition, for the participants who choose to settle in Shanghai or not, we also set up relevant personal subjective variables to further investigate the factors behind them. For the participants who do not settle in Shanghai, the inspection contents include whether they have the idea of settling in Shanghai before and whether they have the idea of settling in Shanghai after the introduction of the new settlement policy in Shanghai. For the participants who settled in Shanghai, they investigated the influence of the new settlement policy in Shanghai and set up three types of options, including "no impact", "original choice to settle in Shanghai and strengthen the willingness to settle in" and "negating the original intention city and deciding to choose Shanghai".

Family variables

Family variables mainly include family annual income, the highest educational background of parents, the work unit with the highest educational background of parents, parents' expectations for their children to settle in Shanghai, and whether there are personal relatives and friends in Shanghai. First, the family annual income has chosen five ranges, starting from less than 50,000 Yuan, followed by 50,000-100,000-Yuan, 100,000-200,000-Yuan, 200,000-500,000 Yuan and more than 500,000 Yuan. Secondly, there are six options for the highest educational level among parents, which are selected on the basis of considering the educational background of their parents' era, including primary school and above, junior high school, high school/technical secondary school, college/higher vocational school, undergraduate and graduate students and above. In addition, the work units of the parents with the highest educational background include government institutions, state-owned enterprises, foreign enterprises, private enterprises, self-employed or self-employed, and six other options. Then, it examines the parents' Thoughts on their children's settlement in Shanghai, including "Hope", "general" and "don't want", expressed by 2, 1 and 0 respectively. Finally, it is about

whether there are relatives and friends living or working in Shanghai. Yes and no options are set, represented by 1 and 0 respectively.

Regional variables

Regional variables are mainly related to the consideration of factors for settled or not settled in Shanghai. For the participants who choose to settle in Shanghai, we further investigate the influencing factors from the following aspects. First, the attraction of Shanghai itself involves 9 types of options, such as employment opportunities, wages, career development space, internationalization and public services. Second, investigate the hesitation of individuals in the process of settlement, mainly including 8 types of choices such as house price and cost of living. Third, it examines the expected contents of personal services and support after settlement, including 6 types of options such as purchase and rental subsidies and incentive funds. Similarly, for participants who do not settle in Shanghai, the regional reasons for not settling in Shanghai are investigated in terms of regional factors, including six items such as house price and living cost, as well as the regional reasons for individuals choosing to settle in other cities, and the impact of regional resources on Graduates' settlement is inversely considered.

Research Design

Questionnaire design

Based on the questionnaire design of the existing research, combined with the specific content of this research, that is, the background of the new settlement policy in Shanghai and the object characteristics of the graduates of double first-class colleges and universities in Shanghai, the researcher determined the specific content of the questionnaire, and compiled the questionnaire on the settlement willingness of graduates under the settlement policy in Shanghai in 2021 -- Taking the 2022 graduates of one university in East China as an example, there are 19 basic questions and 5 questions for subsequent settlement or non-settlement in Shanghai. On the whole, the questionnaire includes the following sections: Demographic information, human capital information, family information, personal subjective information and regional information. The information of the questionnaire items is shown in Table 1.

Sample selection and data collection

College students are an important part of urban development talents and a large target group of urban talents. Based on the content of the new settlement policy in Shanghai, they will expand the settled pilot schools from "Tsinghua University and Peking University" to four "world-class universities" in Shanghai. Therefore, this study takes one university in East China among the four universities as an example, the 2022 fresh graduates in the university are selected as the questionnaire survey object, and there are no other restrictions except the graduation year.

For data collection, this study is carried out by issuing questionnaires to the determined respondents. Try to cover more colleges and majors in the University. This questionnaire is mainly distributed online. The online questionnaire is made through the questionnaire star platform. Later, find suitable participants in various graduate groups, student groups and circle of friends in WeChat to complete the cost questionnaire and obtain corresponding data for subsequent statistical analysis.

Table 1: Questionnaire item information of graduates' willingness to settle down under the new settlement policy in Shanghai.

Independent variable	Index	Specific questions	
Population statistics	Gender	Your gender?	
	Age	What is your age?	
	Place of origin	Where are your students from?	
	Place of residence	Where do you live?	
	Number of brothers and sisters	What is the number of brothers and sisters in your family?	
Human resources capital	education	What is your educational background?	
	Professional type	What is your major type?	
	Internship experience	Have you ever had internship experience in Shanghai?	
Personal subjective variable	Living time in Shanghai	How long have you lived in Shanghai?	
	How much do you like Shanghai life	Do you like life in Shanghai?	
	Career choice	What is your employer orientation after graduation?	
	Settle idea	Settled in Shanghai	How does the latest graduate settlement policy in Shanghai affect your willingness to settle down?
		Not settled in Shanghai	After the introduction of the latest graduate settlement policy in Shanghai, did you have the idea of settling in Shanghai?
Family variable	Annual household income	Which of the following is your family's annual income?	
	Highest education among parents	What is the highest education level of your parents?	
	The work unit with the highest education among parents	What is the unit of your parents with the highest education?	
	Parents' expectations	Do your parents want to settle down in Shanghai after graduation?	
	Family social relations	Do your parents have close relatives and friends who live or work in Shanghai?	
Region variable	City resources	Settled in Shanghai	What attracts you most in Shanghai?
		Not settled in Shanghai	What are the most hesitant questions when you decide to settle down?
			What is the main reason why you don't settle in Shanghai?
	Government services	Which city do you choose to settle in?	
		Why did you choose this city?	
		What other support do you think the government needs most after you settle in Shanghai?	

Result

Reliability analysis

Reliability analysis of the questionnaire in this research shows that the Cronbach alpha coefficient value of the total questionnaire is 0.767. According to statistics, when Cronbach α coefficient is greater than 0.70, it can be seen that the reliability of this questionnaire is ideal and reliable.

Descriptive analysis

In the 53 samples, the average value of parents expecting graduates to settle in Shanghai is 1.79 (maximum 3 points), which is lower than the theoretical median (2 points). To a certain extent, most parents do not expect their children to settle in Shanghai. The average degree of graduates' preference for Shanghai is 4.08 (maximum 5 points), which is higher than the theoretical median value (3 points). The average level of graduates' understanding of the latest Hukou policy is 3.26 (maximum 5 points), slightly higher than the theoretical median value (3 points), and they are in a state of basic understanding.

Analysis of differences between different factors

The one-way ANOVA is carried out on graduates' willingness to settle in different situations. From Table 5, it can be seen that there are significant differences between graduates' understanding of the settlement policy and the graduate's current home address and willingness to settle, both $p < 0.01$.

Analysis of Influencing Factors

Analysis on the impact of settlement policy on settlement intention

A total of 53 questionnaires were collected. On the basis of good reliability and validity, this paper analyzed the impact of the settlement policy on the settlement willingness of 31 graduates who chose to settle in Shanghai and 2022 graduates who didn't.

Figure 1 depicts the impact of the latest settlement policy in Shanghai on their willingness to settle down. Among the 31 graduates who chose to settle in Shanghai, nearly half of them thought that the latest settlement policy in Shanghai had no impact on their willingness; they still firmly chose to settle in Shanghai. Fourteen graduates said they originally chose to settle in Shanghai, and the latest policy further strengthened their willingness. At the same time, 2 graduates denied the original intended city because of the introduction of the policy, and considered settling in Shanghai instead. As shown in Figure 2, among the 22 people who did not choose to settle in Shanghai, 10 people indicated that although the policy didn't get them to settle down, it used to make them generate the idea of settling down in Shanghai, while 12 people thought that the policy had no impact on them. All the data shows that the settlement policy has a little temptation for graduates of the university in East China.

Analysis on influencing factors of settlement intention

Firstly, we analyze the reasons for the settlement of 31 people who

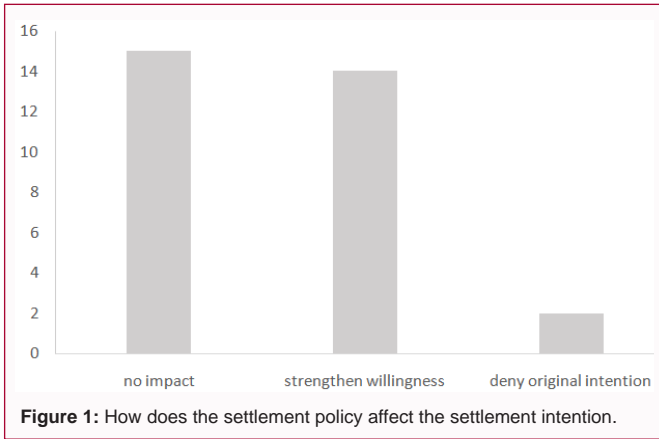


Figure 1: How does the settlement policy affect the settlement intention.

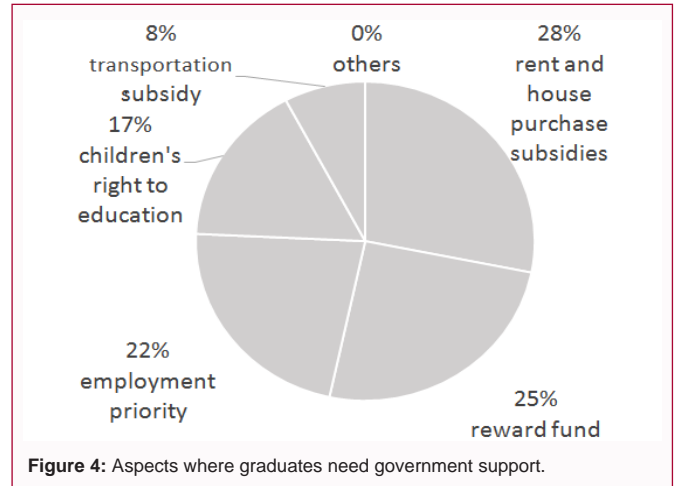


Figure 4: Aspects where graduates need government support.

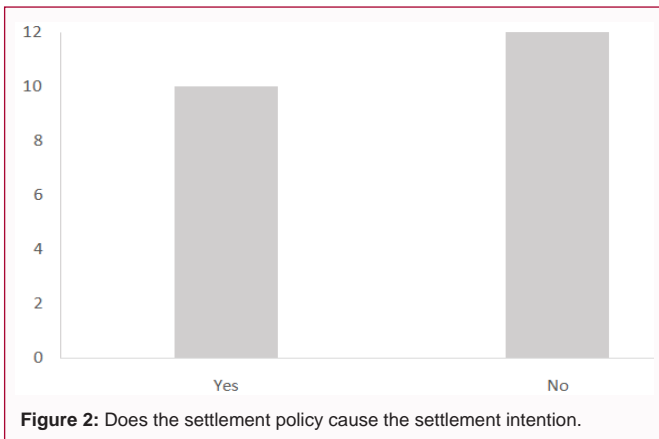


Figure 2: Does the settlement policy cause the settlement intention.

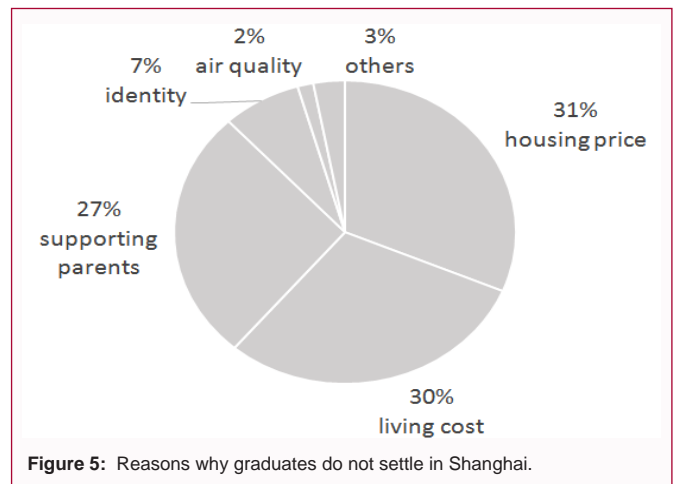


Figure 5: Reasons why graduates do not settle in Shanghai.

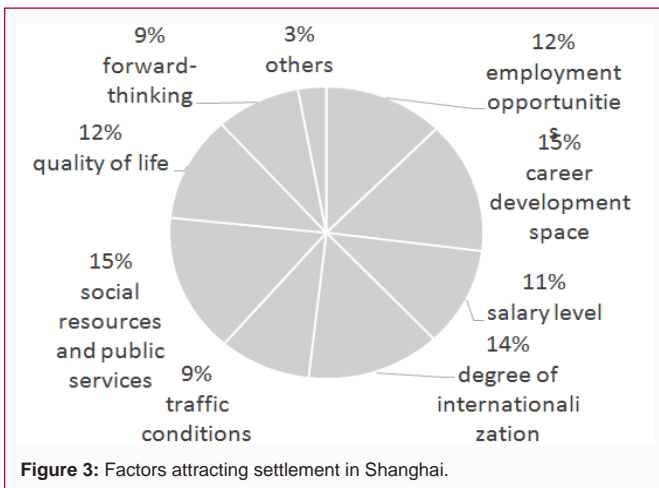


Figure 3: Factors attracting settlement in Shanghai.

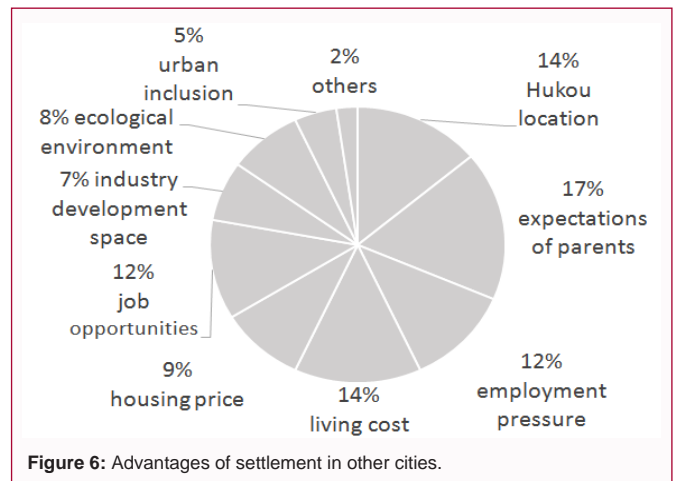


Figure 6: Advantages of settlement in other cities.

chose to settle in Shanghai and the support measures that they hope the government will provide in the future.

The advantages of attracting graduates to settle in Shanghai are rich and diverse, and different graduates consider different factors. The two most attractive factors for graduates are broad career development space and good social resources and public services, accounting for 15% respectively. What's more, the degree of internationalization, employment opportunities, quality of life and salary level are also taken into account, accounting for more than 10%. In addition, other factors supplemented by the filler are mainly family expectations and satisfactory industry development prospect (Figure 3). Graduates say that if they settle in Shanghai, the support

they need from the government focuses on three aspects: Rent and house purchase subsidies, reward fund and employment priority. Among them, rent and house purchase subsidies is the most popular one, accounting for 28%, which shows that even if graduates choose to settle in Shanghai, they still need more help in solving housing problem. In addition, they also pay more attention to their children's right to education (Figure 4).

Secondly, we focus on 22 people who did not choose to settle in Shanghai to analyze the reasons for not settling down and

Table 2: Reliability analysis results.

Variable name	Item	Cronbach α
Total amount table	27	0.767

Table 3: Average descriptive data at different levels (m \pm SD).

	N	M \pm SD
Parental expectations	53	1.79 \pm 0.74
Do you like Shanghai	53	4.08 \pm 0.76
Do you understand the policy	53	3.26 \pm 1.19

Table 4: Statistical results of whether different educational backgrounds are settled (n=53).

	Settle	Not settled
Graduate student	21	13
Undergraduate	10	9
Total	31	22

Table 5: Difference analysis between different factors and whether to settle.

	p	F
Education	0.246	1.375
Number of brothers and sisters	0.865	0.029
Annual household income	0.253	1.338
Do you know the settlement policy	0.004*	9.04
Parental expectations	0.557	0.35
Family residence	0.000*	69.249

Note: * P<0.01

the advantages of the cities they chose, hoping to provide some suggestions for the improvement of policies in the future.

Housing price, living cost and the problem of supporting parents are the three main reasons why graduates do not settle in Shanghai. 31% of graduates do not settle down because of high housing price and 30% of graduates because of high living cost. It can be seen that economic factors account for 61%, which reflects the pressure on graduates caused by high housing price and living cost in Shanghai. It means that the heavy economic pressure remains the primary factor hindering the settlement of most graduates. In addition, the worry about supporting parents also accounts for a large proportion. In contrast, factors such as identity, air quality and other personal preference mentioned by the subjects have not been paid much attention to (Figure 5). Figure 6 illustrates the advantages that graduates think of their chosen cities. The advantages are also diverse. And 17% of the graduates considered the expectations of their parents when choosing city, indicating that family factors have a great impact on their intention. Meanwhile, the Hukou location, living cost, employment pressure and job opportunities are also important considerations in selecting target cities.

Discussion

As shown in Figure 1, 2 of the data analysis results, it can be concluded that the new settlement policy in Shanghai has a certain impact on the settlement choice of graduates, and the introduction of the new settlement policy in Shanghai has further strengthened the willingness of graduates to stay in Shanghai. Figure 1 show that among the graduates who choose to settle in Shanghai, 14 have further strengthened their willingness to stay in Shanghai because of the introduction of the new settlement policy in Shanghai. In addition, two of them even denied their original intention city and chose to

settle in Shanghai because of the introduction of the new settlement policy in Shanghai. Figure 2 shows that among the graduates who did not choose to settle in Shanghai, 10 said that the introduction of the new settlement policy in Shanghai made them have the idea of staying in Shanghai, which shows that the new settlement policy in Shanghai has an impact on the development willingness of the university in East China graduates to stay in Shanghai and strengthened their willingness to stay in Shanghai to a certain extent.

This study also explores the influencing factors behind the settlement intention choice of graduates. It can be seen from Table 4 that among the influencing factors investigated in this study, there are significant differences between graduates understanding of settlement policy and graduates current home address and settlement intention. Therefore, personal factors are the main influencing factors affecting graduates' employment intention to stay in Shanghai; demographic variables are the main influencing factors, followed by personal subjective variables. Secondly, family factors and regional factors have no significant impact on Graduates willingness to stay in Shanghai, so they are the secondary factors affecting graduates' willingness to stay in Shanghai.

In addition, this study analyzes the influencing factors behind graduates' settlement choice and the reasons why they do not settle in Shanghai. As shown in Figure 3, graduates who choose to settle in Shanghai believe that the most attractive factors to settle in Shanghai are broad career development space and good social resources and public services, accounting for 15% respectively, followed by internationalization, employment opportunities, quality of life and salary level, accounting for more than 10%. As shown in Figure 5, house prices and living costs are the main reasons why graduates do not settle in Shanghai, accounting for 61%, followed by 27% of parents support and 17% of parents expectations, which are the secondary reasons that hinder graduates from settling in Shanghai, indicating that family factors have a great impact on graduates intention to settle in Shanghai.

Conclusion

This study draws the following conclusions: Firstly, the new settlement policy in Shanghai has an impact on the settlement choice of fresh graduates of "world-class universities" in Shanghai. Secondly, under the influence of the new settlement policy in Shanghai, the willingness of fresh graduates of "world-class universities" in Shanghai to choose to stay in Shanghai for development has been strengthened. Finally, the influencing factors behind graduates' willingness to settle down mainly include personal factors, family factors and regional factors, of which personal factors are the most important factors, and family factors and regional factors are the secondary factors.

Suggestion

To the government: Further deepening the registered residence reform and optimizing the settlement policy, aiming at a series of difficulties and challenges faced by talents in Shanghai. Government should do a good job of supporting services and policies and measures, and actively solve the worries of young talents settling down in Shanghai.

To the university: Widely carry out research on students and their career development. Do good jobs in interpreting employment policies by categories, timely publicize the latest settlement policies of Shanghai and other provinces and cities. Do a good job in service

guarantee for students' smooth employment and settlement.

To the personal level: Students should actively and effectively make future development plans according to their own conditions. Clarify the destination of employment intention, give play to their subjective initiative, and prepare the abilities and skills required for future employment and settlement.

Limitation

Limitations of the research object: The research object of this study is only limited to the 2022 graduates of one of the universities in East China. The future research object can be extended to the fresh graduates of "world-class universities" in Shanghai. The sample sizes of the study are only 53 cases. The sample size is not high, and the representativeness is not enough. The proportion of women in the sample size taking a lion's share, which cannot fully represent all fresh graduates.

Limitations of research methods: This study adopts the research method of questionnaire survey, which is distributed through WeChat and circle of friends. The authenticity and reliability of the questionnaire collected online are difficult to guarantee. Qualitative research such as interview can be added to future research.

Limitations of the research results: The depth of the theoretical analysis methods used in this study is still insufficient. In the future, we need to learn from the data statistical analysis methods in other disciplines, make good use of the advantages and characteristics of interdisciplinary disciplines, and deeply study and analyze the investigation results of this case, so as to obtain more authoritative, authentic and reliable conclusions. It will provide a useful reference for registered residence reform and talent settlement in Shanghai.

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