

# Guidelines Development Model of Enhancing Graduate Attributes for Employability through Leadership Characteristics of Higher Vocational Education in Jiangmen

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## ABSTRACT

The objectives of this research were 1) to study the current situation of graduate attributes affecting employability based on leadership characteristics of higher vocational education, 2) to develop the components for enhancing graduate attributes for employability based on leadership characteristics of higher vocational education in Jiangmen, and 3) to propose guidelines for enhancing graduate attributes for employability through leadership characteristics of higher vocational education in Jiangmen, the Republic's of China. This study employed a mixed method of research The scope of the research was drawn from three higher education colleges in Jiangmen, Guangdong Province. The sample size was determined by Krejcie and Morgan's table, obtained by simple random sampling method, with a total of 295 teachers conducting the questionnaire. A purposive sampling method was used to obtain three groups of 21 key informants for interviews. Purposive sampling was used to obtain nine experts for group discussions. The results of the research found that: 1) The influence of leadership characteristics of higher vocational education on graduates' employability at the present stage includes: technical skills, personality traits, attitudes and personal qualities. 2) The influence of leadership characteristics of higher vocational education in Jiangmen on improving graduates' employability includes technical skills, personality traits, attitudes and personal qualities. 3) The effective guidance of leadership characteristics of higher vocational education in Jiangmen to improve graduates' employability is mainly for the government, enterprises, higher education institutions and students.

**KEYWORDS:** Students' employability, employability improvement, higher vocational education, Jiangmen, Guangdong Province

## Introduction

Vocational education in China, since the reform and opening in the 1980s, vocational education has provided strong talent and intellectual support for China's economic and social development. The

framework of modern vocational education system has been comprehensively improved, and the ability to serve economic and social development and social attraction has been enhanced and basically realized. Zhang, Lihua & Liu,

Nan. (2020) provided favorable conditions for modernization and laid a good working foundation. As China enters a new stage of development, industrial upgrading and economic restructuring continue to accelerate, the demand for skilled personnel in various industries is becoming more and more urgent, and vocational education plays an increasingly important role for effectiveness management (Wang Yingjing, et.al.,2023).

The current development of vocational education can be summarized by achievements and problems. On the one hand, after the development since the reform and opening, vocational education has made great achievements. However, at the same time, colleagues in vocational education generally feel confused about the current development situation. Among the three major types of education: basic education, higher education and vocational education, the vocational education sector probably has the most profound understanding of the problems (Qiao, Jia., 2019).

The employability of college students refers to the "ability" of college graduates to realize their employment ideal, meet the needs of society and realize their own value in social life through the learning of knowledge and the cultivation of comprehensive quality during their school years, and this ability is a comprehensive inclusion of various abilities of students (Fu, Jianbo & Wang, Dong, 2020)

Based on the unbalanced development of vocational colleges nationwide, Jiangmen City in Guangdong Province, as a pioneer region in China's economic development, has certain foundation for high-quality development of higher vocational education.

## **Purposes**

1. to study the current situation of graduate attributes affect to employability through leadership characteristics of higher vocational education.

2. to develop the component of enhancing graduate attribution for employability through leadership characteristics of higher vocational education in Jiangmen.

3. to propose guidelines for enhancing graduate attribution for employability through leadership characteristics of higher vocational education in Jiangmen, the Republic's of China.

## **Benefit of Research**

The relevant research data and conclusions obtained from this study will help the governmental special department to reform and improve the educational leadership characteristics of the college; help enterprises, the largest terminal port to receive students, to further benefit; help the college to carry out professional construction under the guidance of the government, industry and enterprises, improve the teaching quality of the school in all aspects, and enhance the employability of students; help improve the workplace competitiveness of students and match the enterprises' employment It helps improve students' competitiveness in the workplace, match with the needs of enterprises, and provide a strong guarantee for students' overall development in the future, so that students can realize the value of their own lives while providing impetus for the development and progress of society and achieving a win-win situation for both society and individuals.

## Research Process

Step1: Through content analysis of literature review and related studies and questionnaires to study current situation of graduate attributes affect to employability through leadership characteristics of higher vocational education.

Step2: Through interviews with the target population to develop the component of enhancing graduate attribution for employability through leadership characteristics of higher vocational education in Jiangmen.

Step3: Through focus group discussion to propose guidelines for enhancing graduate attribution for employability through leadership characteristics of higher vocational education in Jiangmen, the Republic's of China.

## Population and Sample

According to research objective one, through content analysis of literature review and related studies and questionnaires to study current situation of graduate attributes affect to employability through leadership characteristics of higher vocational education.

According to research objective two, in-depth interviews were conducted with 21 key informants to develop the component of enhancing graduate attribution for employability through leadership characteristics of higher vocational education in Jiangmen.

According to research objective three, after focus group discussion and analysis of the results to propose guidelines for enhancing graduate attribution for employability through leadership characteristics of higher

vocational education in Jiangmen, the Republic's of China.

## Instruments

1. Questionnaire
2. Interviews in semi-structure
3. Focus group (Purposive sampling was used to obtain nine experts)

## Data analysis

(1) The data from the questionnaire were analyzed for content, in terms of frequency.

(2) Content analysis of the data from in-depth interviews with frequency.

(3) The panel discussion was moderated by the researcher on Guidelines Development Model of enhancing Graduate Attribution for Employability through Leadership Characteristics of Higher Vocational Education in Jiangmen”.

(4) The experts spoke freely and voluntarily in the discussion.

## Conclusion and discussion

1. The results of data analysis of the questionnaire for improving the employability of graduates from higher vocational institutions in Jiangmen, Guangdong Province. To improve the students' vocational literacy, the quality evaluation of students' employability development was conducted by using a 5-level evaluation scale with the following quality evaluation criteria.

1) The results of data analysis of the questionnaire to study current situation of graduate attributes affect employability through leadership characteristics of higher vocational. The quality evaluation by using a 5-level evaluation scale with the following quality evaluation criteria. the highest mean score is Q (55) technical

skills ( $\bar{x} = 4.67$ ), followed by Q (6) personality traits ( $\bar{x} = 4.55$ ), Q (40) attitudes ( $\bar{x} = 4.53$ ) and Q (12) personal qualities ( $\bar{x} = 4.52$ ).

2) For the results of the interviews, the researcher summarized the contents of the interviews obtained in the order of the five frequencies of the 21 executives as follows:

- 2.1 technical skills (19)
- 2.2 Personality Traits (19)
- 2.3 attitudes (18)
- 2.4 personal qualities (17)

3) From the results of the nine expert focus groups, the researcher summarized the results obtained from the interviews in the order of highest frequency as follows.

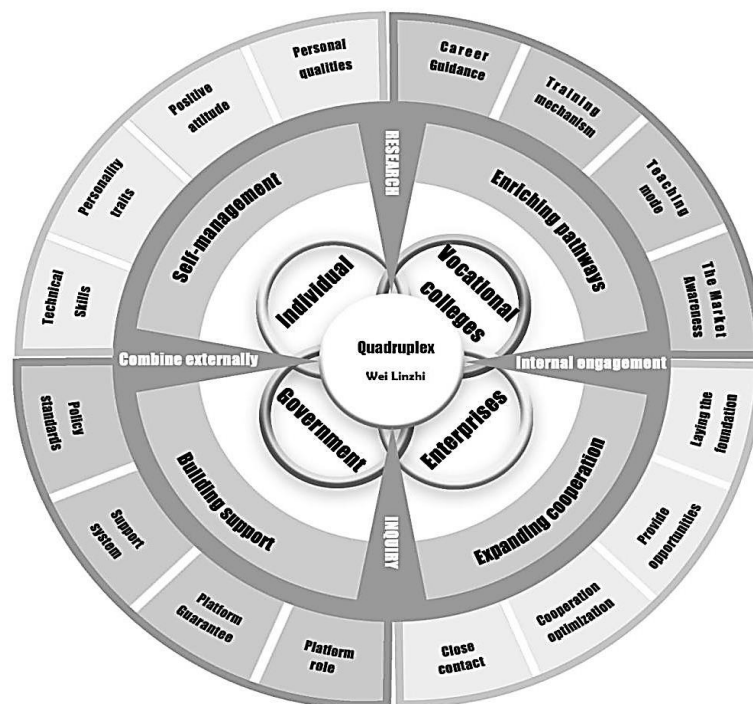
- 3.1 Improving teaching quality and career guidance. (6)
- 3.2 Improving entrepreneurship and employability. (6)
- 3.3 Integration of training mechanisms through joint training. (5)

- 3.4 Good employment concept. (5)
- 3.5 Joint training of colleges and companies. (4)

3.6 Integrated training in cooperation between students, colleges, companies and government. (4)

3.7 Course content reform. (4)

This study takes improving the employability of higher vocational education students in Jiangmen City as the starting point, and further explores the interrelationship among four aspects: individuals, vocational colleges, enterprises and government based on the triple helix. Government departments mainly provide building support, enterprises further expand the scope of cooperation, vocational colleges enrich the pathways, and students strengthen self-management, these four parts should be fully combining external, internal engagement, joint research and inquiry, in order to be more conducive to the improvement of student employability.



**Figure 1:** Wei Linzhi' mentoring model for improving graduates' employability through leadership traits in higher vocational education in Jiangmen

The main characteristics of the employment situation of higher vocational graduates are the employment is oriented to the first line of production, management and service, the employment is narrow, the employment relies on school-enterprise cooperation and order-based training mode, and the employment competitiveness of higher vocational graduates is low. song Huang, Yao. (2019) also analyzed the requirements of improving the employability of higher vocational college graduates according to the severe employment environment and the current situation of employability The necessity of improving the employability of graduates from higher education institutions is also analyzed according to the requirements of the severe employment environment and the current situation of employability: deviation of career orientation and lack of career planning; lack of solid theoretical foundation and professional skills; lack of team spirit and interpersonal skills; weak self-management ability and the ability to resist temptation and frustration need to be strengthened; their own quality is not compatible with the requirements of the employment market and the adaptability of the workplace needs to be improved. However, after considering the actual situation, we find that the role of higher education institutions in the process of cultivating talents' employability is limited, and schools are unilaterally incapable of doing a good job in this difficult educational task. In fact, the concept of employability is very broad, and improving the employability of higher education students requires the joint efforts of all parties in society (Huang, Bi Zhu, 2017).

In recent years, while the number of students graduating from higher

vocational colleges and universities is increasing, the employment rate is also steadily improving. However, at the same time, there are a series of problems such as low job relevance, low salary, poor employment stability and low employment satisfaction, which restrict the realization of students' self-worth, hinder the progress of China from a big country of vocational education to a strong country, and seriously affect the effective operation of enterprises, labor market and even the whole national economy. Facing the current realistic problems, China is bound to shift from the basic satisfaction of employment scale to the higher pursuit of employment quality, to realize the high-quality employment of students in higher vocational colleges and universities, so that they can better serve the economic construction and provide strong support to build a moderately prosperous society in all aspects, so the key to the problem lies in how to improve the employability of higher vocational students (Ouyang, He., 2018).

To improve the employability of college students, it is necessary to combine different elements and structural levels of college students' employability and put forward suggestions to adapt to each element of employability. Zhu Peng (2015) proposed that the key issue is how to improve college students' employability. Then, based on the analysis of the current situation of the employability of college students in China, the reasons for the lack of employability of college students are further explored and combined with the educational model of combining professional education with quality education, entrepreneurial education with practical opportunities, and counseling and guidance throughout, this concept to

support the main point as the same Li, Dan. (2021) on teaching management, which is adopted by European and American institutions to train college graduates to become quasi-professionals.

The relationship between higher education institutions and the regional economy is currently on the rise, and the government's guidance during this period is very important. To achieve good interaction between colleges and universities and regional economy, the government should establish the scientific concept of harmonious development of regional economy and colleges and promote the interaction between various colleges and universities and regional economy. Cao Cao, Yongqing, & Zhang, Qian (2021). Showed in practice, the key to improving the employability of students in colleges and universities is to build a multi-subject cooperation among government, schools, society and college graduates, etc. employability education model. Relevant government departments should strengthen policy guidance and implement laws and regulations related to improving college students' employability; colleges and universities should explore specific ways to improve college students' employability in terms of both education and counseling; enterprises should actively participate in the process of college students' talent cultivation and establish a college students' employability cultivation mechanism with school-enterprise cooperation; college students should enhance their awareness of active employment, this main point to related support from Song, Guoxue (2018) and Li, Zhengjun (2019) to enhancement in the employability skills of students improve their core skills and strengthen their employability, this point to support evidence from Yan, Pan (2017).

This study takes as its starting point the factors that enhance students' employability and produces findings that are consistent with the above.

## **Recommendation**

### ***Recommendation in practice :***

The level of self-cultivation of senior graduate students: enhancing the active consciousness and correcting the mentality of career selection. Students are the beneficiary subject of gaining employability improvement, and their own learning consciousness, action style and participation enthusiasm have a direct impact on the formation and improvement of employability. College students should make comprehensive self-cognition, career cognition and career orientation, and evaluate and adjust them according to the actual situation, strengthen their self-occupational planning ability, based on the development of career interest, career ability and their own personality characteristics, and establish correct career values. At the same time, college students should have a full understanding of the socio-occupational environment and be well prepared, and their career planning should be in line with the overall development law and not against reality.

Cultivation level of higher vocational colleges: enriching cultivation contents and paths. The cultivation and improvement of students' employability in higher vocational colleges is not equal to employment guidance, which is not carried out when college students are about to graduate and look for jobs, nor is it just a matter for the employment guidance department of higher vocational colleges but should be carried out throughout the whole process of higher education and involve the whole system of college students' talents cultivation. To cultivate

useful college students for the society and make them have the ability and quality to meet the needs of various industries, we must design the talent cultivation mechanism of higher vocational colleges and universities with social needs as the starting point, cultivate students' ability in multiple directions, and improve the cultivation content and training methods.

***Policy recommendation :***

Expand the field of school-enterprise cooperation. According to the law of market economy development and the inevitable trend of social development, enterprises are the biggest terminal port to receive students and the biggest beneficiary to cultivate students' employability. From this perspective, enterprises have the responsibility and obligation to cultivate students' employability. The joint participation of schools and enterprises in the process of cultivating talents for higher education is an important way to improve students' employability and keep them matching with the needs of society. Through school-enterprise cooperative education, the adaptation period of graduates entering enterprises is shortened, which provides a strong guarantee for students' future development. In addition, it also lays a solid foundation for students' career development.

Establish policy standards and support system. Improving students' employability, improving workers' employment quality, creating more employment opportunities for workers, improving the employment environment and adjusting the employment structure are the basic positioning of the government's work. By formulating relevant policies and thus providing necessary employment assistance to university graduates, it helps

students who are interested in starting their own business to utilize social resources so that they can take advantage of relevant employment promotion policies, provide more employment opportunities and realize their dreams of starting their own business. Governmental actions play a programmatic role in the process of student employability development; by playing its functional advantages, the government matches cooperative schools with local enterprises, helps introduce funds, builds research platforms, increases higher education research topics, improves the research level of university teachers and enhances the R&D capability of enterprises.

This study takes the employability of students in higher education institutions as the main line and initiates a theoretical research and discussion on the problems and countermeasures to improve the employability of students in higher education institutions in Jiangmen from the perspective of management. Due to the limitations of the researcher, time and method, there are still shortcomings and regrets, but it also provides a direction for future research to go deeper and expand. There are the following suggestions for further research.

First, additional research could be conducted to assess the effectiveness of the guidelines developed through this model. This could involve evaluating the impact of specific interventions designed to improve graduate employability, such as leadership training programs, internships, or mentorship programs.

Second, further research could explore the role of technology in improving the employability of Jiangmen graduates. With the rapid evolution of technology, it is important to understand

how higher vocational education institutions are incorporating technological skills and competencies into their curricula to ensure that graduates are adequately prepared for employment.

Thirdly, future research could explore the role of industry partnerships in enhancing graduate employability. This could involve an investigation of the types of partnerships that vocational education providers in Jiangmen have established with industry, and how these partnerships contribute to the development of employability skills.

Finally, the study can also explore the potential impact of cultural factors on

the employability of Jiangmen graduates. As a culturally diverse region, it is important to understand how cultural factors affect the development of leadership characteristics and the employability of graduates. Overall, further research in these areas can help strengthen the Guided Development Model for improving Graduate Employability through Leadership Traits in Higher Vocational Education in Jiangmen and inform the development of effective strategies for improving graduate employability in the region.

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