

Research on the Female Talent Cultivation Model at Xi'an Colleges and Universities from the Perspective of Supply-side Structural Reform

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Abstract: There are abundant resources of higher education that are human capital in Xi'an. The deep development of human capital and the seamless connection between supply and demand are the root of supply-side structural reform in Xi'an. It is the first step to make use of the incremental reform of female talents to promote the stock adjustment, and to study the new path of female talents cultivation mode in Xi'an from the perspective of supply-side structural reform. It is under the double pressure of opportunity and challenge of "New Silk Road Economic Belt" that the new thinking and exploration of talent reform in the strategic goal of Grand Xi'an coincide with the "six optimizations" put forward by the supply-side structural reform. At the same time, it is an innovative way to link the local economy and talent cultivation and practice the economic development and spiritual civilization construction of Grand Xi'an.

1. Introduction

The World Economic Forum released the Global gender Gap report showing the first regression in global gender equality, while China slipped one place to 100th place in 2017. The report's assessment points to a decline in economic equality and political participation at the same time that females' education levels are on par with males'. The number of females' masters and postgraduates has surpassed that of males for the first time in China in 2010. Females accounted for 50.36 percent, nearly 10,000 more than males. More than 1.43 million students with master degree were females in China, there had been 40,000 more females than males by 2012, and the proportion of female doctorates was increasing year by year. When these highly educated females became the talent suppliers in the market, how much capacity does it have on the demand side? The average monthly salary of females is 77% of that of males in China. These figures not only reflect the imbalance between the "supply" and "demand" of females' talents in the country, but also reveal the inequality in the income of talents based on gender differences. This means that the "supply-side" education of female talent is meaningless to the income indicators of the "demand-side" and even exposes the waste of talent cultivation. Comrade Xi Jinping pointed out supply-side structural reform in a report of the 19th National Congress of the Communist Party of China on October 18, 2017. The purpose of deepening the supply-side structural reform is to adjust the economic structure, optimize the allocation of elements, and improve the quality and quantity of economic growth. Therefore, repositioning the cultivation of female talents at colleges and universities, especially in Xi'an, which is deeply influenced by traditional cultural factors, has far-reaching influence and significance for rationalizing supply-side factors, promoting local economic development and implementing the strategy of Grand Xi'an.

2. The relationship between the Perspective of supply-side structural Reform and the cultivation of female talents at Xi'an Colleges and Universities

There is a gender imbalance in the process of carrying out the development of talents under the traditional cultural concept and system, especially the insufficient development of female talents, which is inseparable from the mode of talent cultivation at colleges and universities. This provides a good blueprint for the interpretation of supply-side structural reform. It is necessary to solve the

relationship between talent cultivation and labor force and find out the internal relationship between Xi'an talent cultivation model and supply-side structural reform.

Firstly, the supply-side structural reform should adapt to the market through the reform of the structure of elements, which is the new guidance of talent cultivation strategy. Matching the demand of the talent market is the starting point of supply-side structural adjustment. The supply-side structural problems in Xi'an should start with the cultivation of talents, which is an important part of the economic strategic development in Xi'an. Secondly, the most important part of supply-side structural reform is the adjustment of quantity relationship and the improvement of quality, which coincides with the key problems in the cultivation of female talents in Xi'an colleges and universities. In Xi'an university talent market, there is a serious backlog of female talents and the problem of vague cultivation direction. To promote female employment rate and employment in a region shaped by traditional cultural concepts is a powerful breakthrough to improve the energy efficiency of local talents. Thirdly, the ultimate purpose of supply-side structural reform is to meet the demand, which is consistent with the goal of female talent cultivation in Xi'an colleges and universities. Xi'an should become an international metropolis leading Belt and Road's cooperation and exchange between Asia and Europe, and female talents are the core force to support economic construction and civilization construction in Xi'an.

3. The supply-side structural problems exposed in the cultivation mode of female talents at some colleges and universities in Xi'an

It is concluded that there is gender segregation in some majors of 7 representative universities based on the analysis of the report on the employment quality of the class of 2015, 2016 graduates in Xi'an. There is a significant gender gap between Northwest Polytechnic University, Xi'an Jiaotong University, Xi'an Postal and Telecommunications University, and Xi'an Postal and Telecommunications University, Shaanxi Normal University and Xi'an International Studies University. Taking the female students of Xi'an International Studies University as an example, a total of 471 females graduated in the class of 2015, 383 graduated, and 81.32 were put into practice. Among them, 79.41 took part in the work. The proportion of educational units and higher education was 21.66% and 20.32% respectively. The proportion of scientific research, design, medical and health units was only 0.53. The proportion of other enterprises and freelancers was 24.33% and 15.24% respectively. The biggest gender gap among the graduates of Xi'an University of posts and Telecommunications in the report on the quality of employment of the class of 2016 is the College of Communication and Information Engineering. The college has the highest employment rate among 434, including 281 males and 153 females. However, only 77.65% of them were females, in sharp contrast to 96.42% of males. It was found that the difference in the requirements of males and females for choosing a career brought about by traditional concepts is the fundamental reason for the imbalance between males and females in the discipline in an interview with the responsible person in charge of the recruitment department of a university, male students face the problem of supporting their families and need to occupy jobs, businesses, and agriculture. Medical-based social core industry positions and female students are not so-called supporting family pressure. Although female graduates are excellent at school, they are faced with a lack of leadership and strategic thinking when they work in high positions in the labor market, which is guided by male evaluation indicators, and can only ultimately engage in education, public welfare, culture and art whose working time is fixed, making it easier for females to take care of family.

The employment problem of female talents in Xi'an area is affected by several factors In the mode of traditional thinking,: (1) the shortage of senior female talent resources; (2) the problem of gender segregation caused by traditional culture leading to language, education, social communication, art and other talents piled up; (3) females' dilemma of family and career lead to the loss of high-quality female talent resources under the comprehensive two-child policy. These problems are exposing the structural problems on the supply side of talents. The cultivation of female talents at Xi'an colleges and universities should be restarted from the professional direction, vocational skills, psychological quality and innovation orientation, and then the reform of the

cultivation of female talents at Xi'an colleges and universities should be perfected, to provide security of talent pool for the strategic development of the Grand Xi'an.

4. The new construction of female talent cultivation Model at Xi'an University based on the perspective of supply-side structural reform

The development of local economy and culture cannot be separated from the development of talents and the planning of cultivation mode, and the talents cultivation is closely related to the gender attribute and division of labor in Chinese traditional culture. The gender segregation and restriction exist in the career development of gender for a long time, and gender discrimination is serious in many industries in China, especially the problem that female talents cannot be rationalized in the influence of traditional gender concept. The separation of the public and private spheres and the passive adaptation of females to social dominance are the main causes of occupational gender inequality. It is difficult for females to play their real role in the workplace and thus lead to local economic stagnation and backwardness. Narrow market demand leads to wide" and universal supply, neglecting the high precision and adaptability in the cultivation of female talents in the cultivation of female talents at Xi'an colleges and universities. The strategy of female cultivation is put forward based on supply-side structural reform. This paper explores the formation of cultivation paths with the premise of shared economy and the carrier of caring economy, and constructs a new cultivation mode of female university talents with the characteristics of Xi'an region.

4.1 To set goals for the development of female talent

It needs to improve the quality of female talent cultivation, determine the goal of female talent cultivation ability, highlight the cultivation of professional females as the goal, and improve females' professional literacy and ability at Xi'an colleges and universities, including six main abilities: gender awareness and family healing, Physical and mental health and emotional management, art aesthetic and cultural appreciation, language communication and cross-cultural communication, media creativity and crisis public relations, scientific and technological development and innovation.

4.2 To establish four systems for the female talents cultivation

It is necessary to construct the cultivation system of female talents and to form multi-level and multi-form mode of running school, in order to realize the goal of cultivation ability of female talents.

4.2.1 Female talent cultivation implantation system

The concept of female cultivation is embedded in the talent cultivation program, and the curriculum system of female talent cultivation is optimized In order to improve the ability of female talents, adopting the comprehensive model of four curriculum modules of general quality courses, professional skill courses, culture courses and career guiding courses. This paper carries on vocational skill education and quality education to female students at colleges and universities, in order to help female students understand their own characteristics and advantages, open their own potential, master the survival and development skills, and shape the female image of the new era of the all-round development of morality, intelligence, body and beauty, the minor courses of female characteristic courses and the cultivation project of improving the quality of females are offered to help female students understand their own characteristics and advantages.

4.2.2 Female teaching application system

It should construct the practical teaching application system inside and outside their schools at Xi'an colleges and universities. The internal cultivation, experiment and cultivation teaching platform can be divided into basic experimental skill cultivation platform and professional post practice platform, while Xi'an colleges and universities need to strengthen the cooperation between

universities and enterprises outside of the school. The enterprise provides the practical condition, the practice content, the management pattern and the instruction teacher, the university exerts the discipline superiority and the inline superiority, constructs the practice base together. Female college students are encouraged to go deep into the front line of enterprise production and participate in social practice. At the same time, strengthen the cooperation with all kinds of social organizations, creating opportunities for female college students to practice.

4.2.3 Female second-classroom penetration system

It should pay attention to constructing the second classroom permeation system to provide an effective carrier for the cultivation of female college students' ability at Xi'an colleges and universities, pay attention to the guidance of female college students' world outlook, values and outlook on life, carry out colorful thematic activities, females' topic lectures, salons, etc., to carry out various types of female academic, scientific, technological and innovative activities, to enhance the interest and enthusiasm of female college students in scientific research, to focus on cultivating the innovative spirit of female college students, to attach importance to the cultivation of female brand culture, to carry out a girls' festival and a females' column with the new media platform of female culture propaganda and so on, to carry out various forms of self-help activities of mental health, to guide female students psychological at colleges and universities, to help female college students to form healthy mentality.

4.2.4 Female innovative and entrepreneurial cultivation system

Females should pay attention to self-development and self-development, and encourage females to innovate and start their own businesses. It needs to set up an innovative entrepreneurship education system for female college students, set up innovative entrepreneurship courses for female students, as well as some characteristic courses involving ability enhancement in the process of for female college students to build innovative entrepreneurial practice base and platform, enhance female college students' self-confidence entrepreneurship at Xi'an colleges and universities, such as female studies, female leadership, speech and eloquence, professional female image design, female psychology, female career planning and other characteristic courses, to cultivate female students' spirit of innovation and entrepreneurship, and improve the practical experience of female students' innovation and entrepreneurship at colleges and universities.

5. Conclusion

In short, the supply-side structural reform must take into account the gender elements, and it is an important exploration to solve the problem of talent cultivation at Xi'an colleges and universities from the standpoint of gender. It is an effective means to solve the collision between traditional culture and modern civilization, and it is also an important method to reflect on supply-side structural reform in Xi'an. Xi'an colleges and universities need to pay attention to the quality of female talents cultivation and export high-quality female talents for the society from the perspective of supply-side structural reform. It need to pass through four systems and six capability goals at Xi'an colleges and universities. According to the gender elements, we should divide and integrate, creatively provide detailed discipline structure adjustment and talent cultivation, strengthen the function of general education, highlight the female leadership cultivation, female's investment management cultivation.

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