Opportunities, Challenges and Countermeasures for the Construction of Talent-recruiting Project in Lanzhou in the New Era

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Abstract. Future competition is the recruiting of talents. The talent-recruiting project is constructed and implemented in Lanzhou while local government launches “Lanzhou talent program” on the basis of establishing a scientific talent concept. This program has improved the institutional environment and talent evaluation mechanism. At the same time, the government has adhered to the precision service and takes priority to build an innovation platform and the development of supportive measures for talent shortage, thus promoting the continuous optimization of the talent service environment. Based on it, Lanzhou has been gradually built into a place that talents yearn for. The talent-recruiting project has become a new driving force for Lanzhou to implement the innovation-driven and industrial transformation and upgrading in the new era.

Introduction

“Talent-recruiting project” is a new concept like “investment promotion” covering a wide range of issues, such as economics, technology, culture, education and society. It has a great role in promoting the economy and social undertakings. The report on the 19th National Congress of the CPC pointed out that talents are the strategic resources to realize the national rejuvenation and win the initiative of international competition. China is at the node of great rejuvenation. For this reason, only the sustainable development of talents can provide a continuous source of power for the construction of country. In the past two years, the first-tier and second-tier cities in China have successively issued the “new policies of talent”, which have obvious effects on attracting talents, for example, “Hehai Talents Plan” in Tianjin, “Peacock Plan” in Shenzhen to promote the introduction of overseas high-level talents and “Plan for Talents drifting in Chengdu.” Meanwhile, the administrative approval and charging in the process of talent recruitment, evaluation and mobility are regulated in Beijing, Xi'an, etc. What’s more, the lists of powers and responsibilities of talent management services are established in Sichuan, Ningxia and other places. Local governments in Jiangsu, Hubei, Qinghai, etc. have established the innovation of management system for special positions in public institutions. This innovation introduces the urgent need for high-talents without being limited by the total number of authorized strength and structural proportion. These initiatives have promoted the reform of key areas and links such as cultivation, evaluation, mobility, introduction, use, distribution, and incentives of talents. Therefore, the dividend of talents is continuously released.

Opportunity for the Construction of Talent-recruiting Project in Lanzhou in the New Era

Talent Powerful Strategies Becoming the First Strategy of the Power

Since the birth of human capital theory in the 20th century, people have a more systematic understanding of the status of human resources. After entering the new century, the Communist Party of China clearly put forward the talent powerful strategies. The 19th National Congress of the Communist Party of China repositioned the work of talents so that the development of talented people and talent powerful strategies both entered a new era. Talents are needed for the development of the country, politics, and career. Today in the context of talent powerful strategies, the talent-recruiting project can provide a strong talent guarantee and intellectual support for the
economic and social transformation and development of Lanzhou. At the same time, the Lanzhou municipal government makes efforts to improve talent-recruiting project in practice. Accordingly, the local government has created a suitable environment for the flow and growth of talents to make them compete freely and fairly with enough room for growth.

Advantages of Geographical Location of Lanzhou

Talent is the foundation of the country's prosperity, national prosperity and people's happiness. Lanzhou is not only a crossroads in the northwest, but also an important transportation hub for the eastward, westward and Southwest China. It is even an important node city on the Silk Road Economic Belt. With the revival of the ancient Silk Road and the opening of inland ports, Lanzhou in the new era has a basic and leading role in the construction of the OBOR and the opening of the country to the west. A rich soil will be provided for the composite, high-quality and export-oriented international talent team because of this situation. Moreover, Lanzhou has entered a critical period of new and old energy conversion, industrial transformation and upgrading and promoting high-quality development. Consequently, talents are provided with a platform to demonstrate self-worth.

Good Guarantee for “Building a Nest to Attract a Phoenix” Provided by “New Policies of Talent”

Lanzhou municipal government carries out the “new policies of talent” to encourage, attract and retain talent, making Lanzhou a desirable place where talents can be cultivated and gathered.

On the one hand, it takes the chance of building “an open and innovative city” to focus on the progress of emerging industries in Lanzhou, targeting the relevant talents in the tourism service industry, high-efficiency agriculture, healthcare, modern finance, high-tech, exhibitions and other industries. The introduction model of "Industry + Project + Talents" is implemented to realize a wide range of recruiting and appropriate use of talents, thus providing the intellectual supports for urban development.

On the other hand, in order to improve the talent introduction and simplify the recruitment process for the accuracy of talent and enterprise docking, a theme with “creating a good atmosphere of understanding, caring, respecting, using and cultivating talents” as content is raised, displaying the results of talent-recruiting project and the environment of new policies of talents.

Challenges in the Construction of Talent-recruiting Project in Lanzhou in the New Era

Uncompleted Scientific Talent Concept

Strictly speaking, there should be no unified standard and the only yardstick for measuring talent. The question of "what is talent" should be solved by the talent standard while talent measurement is a concept of comprehensive analysis of talents’ past work practices, seniority experience, etc. by using certain evaluation indexes. Finally, the level of talent can be determined on this basis. In a word, the concept of talent is the general and fundamental view on the essence, function, training, selection and use of talents.

In terms of talent selection as an example, under the influence of the traditional talent concept, such as the "Four Only" talent concept (a concept of talent that only pay attention to academic qualifications, professional titles, papers and identities), it is in contradiction with the “not to stick to one pattern” emphasized under the new form of the new era. This cannot be completely changed in the short term. To establish a scientific talent concept that suits the social and economic development of Lanzhou, we need to abandon the old thinking, and then pay attention to the actual ability, effect of performance and contribution of talents. As far as the introduction of talents is concerned, the traditional talent concept tends to evaluate past performance, ignoring the innovation ability and development potential of talents.
Therefore, if the old concept of talent is not changed, it will be quite unfavorable for the introduction of young and innovative talents. In addition, from the perspective of long-term development, talents are greatly affected by the egalitarianism in motivating talents.

**Unsuitable System of Talent-recruiting Project for the Development of Talents**

System is the key to the construction of talent-recruiting project. Today, the employment system under the planned economy basically dominates the relevant system of the party and government organizations, national enterprises, and public utilities in Lanzhou, which has a great impact on the growth of high-quality talents, especially innovative talents. According to the survey, the administration of scientific research and educational institutions has become more and more serious. This is reflected in the inefficiency of the talent management system based on scientific research and technical personnel. Furthermore, the erosion of the academic system of administrative power is prominent while it is relatively common to pursue quick success.

Additionally, when it comes to investment policy, the investment in talent construction of Lanzhou is still behind that of the first-tier cities for the long-standing phenomenon of attaching importance to fixed asset investment and ignoring human capital investment. Moreover, the employment system under the existing planned economy has not made a substantial breakthrough in the aspect of employment policy. Therefore, scientific and technological talents cannot fully play their roles. At last, the property right system of talent capital is blank in the respect of incentive policy, which makes Lanzhou at a disadvantage in competition with developed provinces and cities.

**Highlight of the “Siphon Effect” of Talents in Surrounding Cities**

For the past few years, domestic first-tier and second-tier cities have launched key projects of talents to attract and gather talents one by one. Further, local governments introduce the preferential policies and measures to attract talents and intensify the implementation of talent strategy. Not only do they create brand projects for talent work, but also achieve the “siphon effect” of talent gathering.

Xi'an, for example, has the cultural connotation and popularity of international talents that are unmatched by other cities in the northwest. Since 2017, the New Policies of Talent 23 and 13 Measures to Optimize the Work of High-Level Talent Services have been introduced one after another to mark the birth of upgraded new policies of talents.

Not only that, but with the new policies of talent, Xi'an municipal government has taken the city's efforts to target top international talents, so a set of service systems including incentives, evaluation settlement and housing for talents has been established for the form of the “siphon effect” of talents in the northwest region, especially high-end talents.

In contrast, a policy called “Three Relaxations and Four Reductions” (“Three Relaxations” refer to the liberalization of the restrictions on the settlement of graduates of ordinary colleges and universities, the relaxation of the conditions for the establishment of collective account of units and the relaxation of the concept of “employer units.” Meanwhile, “Four Reductions” contains four points. Firstly, it reduces the conditions for the settlement of skilled talents. Secondly, the condition for settlement by investment tax is reduced. Thirdly, the reduction in the conditions for buying a house is also included. Finally, the policy aims to reduce duration of the social security contributions of people who have been employed in Lanzhou for a long time and have legally fixed residences for high-level talents and special talents has been taken in Lanzhou by the reform of the personnel system and the household registration system. However, the strength and effect of this policy do not highlight the due advantages, compared with the surrounding provincial cities.

**Improving the Environment for Cultivating Talents Urgently**

As the saying goes, “a wise bird chooses the tree it will nest on while talents only fight for...
“The competition of talents in the future will be a "heart-to-heart battle" that cannot be directly won by money. From the present stage, the resources of Lanzhou, such as natural environment, social environment, cultural environment, comprehensive security, leisure vacation, school education and other basic environment in the new era of urban talent competition, are at a disadvantage. What’s more, it is still unbalanced when it comes to the development of consumption levels, economic environment, housing, medical health, public services and so on. For this reason, problems that need to be faced in the future in Lanzhou include strengthening the advantages, making up the shortcomings and improving the environment for cultivating and retaining talents.

Countermeasures for the Construction of the Talent-recruiting Project of Lanzhou in the New Era

Establishing a Scientific View of Talent with Flexible Means

In the past, employing talents was regarded as the only way to bring in talents in Lanzhou. However, with the development of economy and society, the concept of talent is also updated and upgraded. To establish a scientific view of talent, an idea needs to be recognized first—talents are the carrier of intellectual achievements while intellectual achievements are the concentrated embodiment of talents’ value. What’s more, we should implement a more active, open and effective talent policy based on that to get rid of the old “Four Only” talent concept (a concept of talent that only pay attention to academic qualifications, professional titles, papers and identities). Meanwhile, a scientific talent concept aimed at attracting and appointing talents should be established. Under this concept, the introduction of talents is not limited to location and talents are not necessarily owned by the employers after training so that employers will not stick to one pattern when hiring talents.

Secondly, an upgraded talent view is being called by recruiting talents in order to make them useful. In general, it is necessary to attract talents with flexible means. For example, employers must put the intellectual contribution of talents and the protection of intellectual property rights in a more important position while the uniqueness of talents’ contribution should be respected, thus realizing the self-worth in the local area.

Improving the Evaluation Criteria of Talents, Attracting and Retaining Talents at Different Levels

In the context of the strategy of talent powerful strategies, if Lanzhou municipal government wants to seize the opportunities of development, it must recognize and analyze the characteristics of talents. The talent level refers to the differences in abilities of talents, and each type of talents is in a different energy level.

A scientific, reasonable and focused talent standard, covering such elements as moral character, knowledge, ability, performance and contribution, should be established based on the national talent classification standard and in the light of the strategic blueprint of urban economic and social development. This standard is based on professional attributes and job requirements. According to the characteristics and responsibilities of different occupations, positions and levels, it adheres to the combination of commonality and specificity, level performance and development potential, qualitative and quantitative evaluation.

In attracting talent, the standards for innovative and scarce talents in various fields should be proposed first. Then, the government needs to clarify the standards of practical talents such as special skills, highlight the innovation and application capabilities of talents to improve the talent classification standards. Furthermore, these three types of talents, that is, the three levels of attracting talents are as follows: attracting high-level talents and intelligence (i.e., high-end talents); let middle-level talents and intelligence be attracted; retaining junior talent and intelligence.
Improving the Institutional Environment of Attracting, Selecting, Educating, Using and Retaining Talents

“Recruiting talents” and “attracting intelligence” are two parts of “talent-recruiting project.” Of course, it includes selecting, educating, using and retaining talents. The key of recruiting and using talents are policies and courage, respectively, while the environment and stage are the hinges to the education and retention of talents.

Talent-recruiting project in Lanzhou must be helped to achieve real results as long as the Lanzhou municipal government can innovate supporting measures of policy and take the implementation of new policies of talent as an opportunity to improve four mechanisms (that is, the training mechanism conducive to the growth of talents, the use mechanism of talents to play a role, the incentive mechanism to mobilize the enthusiasm of talents, and the competition mechanism conducive to talents to stand out.). Moreover, reforming is taken so a scientific system for the introduction, use and training of talent which is consistent with urban and industrial realities of Lanzhou.

Launch of the "Lanzhou Talent Program" to Optimize the Environment of Talent Introduction

Lanzhou has its own comparative advantages in terms of culture, geographical location and resources. However, the comparative advantage of Lanzhou is limited due to insufficient supply of public services. The requirements for the comprehensive construction of provincial science and technology demonstration sites should be emphasized in Lanzhou. Furthermore, the local government launches the “attracting talents program” and deeply implements the strategy of “talent making the city strong” and “innovation-driven development,” while all opportunities are seized to recruit talents for protagonist. For this reason, talents should be provided with high-quality and efficient “one-on-one” customized services by all districts and counties in Lanzhou with the utmost sincerity and enthusiasm.

In addition, the international image of Lanzhou should be further enhanced to attract more and more high-quality international resources. The local government need to take “building a beautiful city with mountains and water suitable for living” as primary goal and make the construction of “open and innovative city” as an opportunity to strengthen the brand image of the whole city, thus creating a more attractive environment for talent development. In this way, Lanzhou will be built as a desirable place for the gathering and cultivation of talents.

Building a Platform to Gather Talents

The drive for innovation is essentially a talent-driven one. It is necessary to emancipate the mind when recruiting talents, willing to take out the position, price, and honor to introduce the real talents. During implementing the “talent powerful strategies,” the importance of talent cannot be overemphasized.

The talent dividend should be further released in Lanzhou to lead the gathering of R&D, capital and industry with talent pooling. The “three articles” will be the key: firstly, we should carry out the talent management reform experiment. Meanwhile, it is important to explore the market-oriented talent evaluation mechanism and deepen the talent mechanism for innovative education. Secondly, resource advantages should be integrated while a converged channel that encompasses industry, learning and research needs to be opened. The government combines the needs of industrial development and attracts talents based on the resources of leading industries. Thirdly, the policies for the settlement, medical care, and settlement of talents ought to be improved, and all types of talents will be provided with a policy guarantee system. Therefore, the government can construct an entrepreneurial talent environment to gather talents.

Taking Several Measures to Cultivate Talents Based on the Local

In the training of talents, the Lanzhou municipal government can start from three aspects. First of
all, colleges and universities are worthy of being relied upon. School institutions can optimize the professional setting of colleges and universities, accelerating the cultivation and use of innovative, technical and practical talents to better serve economic and social development. Secondly, the selection and training of “high-level series of talents” based on posts and grassroots should continue to be organized for the implementation of knowledge update project and talent training project. Simultaneously, the government should actively explore the potential of “civil experts,” “scholars in the field” and national folk talents to not to stick to one pattern in developing talents. Finally, the method should be innovated, and the local government also needs to improve the talent training mechanism. What’s more, it encourages all kinds of enterprises to carry out strategic cooperation with universities and research institutes in and outside the province, focusing on industrial construction and transformation and upgrading. Therefore, the talents’ needs can be connected for talent training.

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