On the happiness of e-commerce majors in employment

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ABSTRACT

The practical significance of this paper is to enrich and deepen the research on the employment happiness of e-commerce majors by understanding their employment happiness. It provides valuable reference for the education and training of college students, analyzes the psychological changes of e-commerce majors in the process of job-hunting, and helps e-commerce majors build up confidence and solve employment difficulties.

Keywords: Happiness; E-commerce majors; Employment

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How to cite this article:
Lei Yu, Yinhua Tian, Qingzhi Liu: On the happiness of e-commerce majors in employment. International Journal of Industrial and Business Management, 2019; 3:14.

Website: http://escipub.com/
1. Introduction
Recently, in the record and examination and approval results of undergraduate majors of ordinary institutions of higher learning released by the ministry of education, the revocation of e-commerce major by a certain university has made teachers and students of current e-commerce major feel unprecedented pressure. The employment of e-commerce majors is one of the direct reasons for this practice. The research on the status quo of employment quality of e-commerce majors, the research on the happiness of e-commerce majors, and the relationship between the employment quality of e-commerce majors and the happiness of e-commerce majors have attracted the attention of many scholars and become the key to solve the employment problems of e-commerce majors.[1].

2. Object of study and data analysis method
2.1 Object of study
In this paper, 400 electronic questionnaires were distributed to students majoring in e-commerce and 387 questionnaires were collected, among which 355 were valid and 88.75% were effective. Due to the concentration of colleges and universities in Jinan, Tai an and Qingdao, the early development of e-commerce professional education and the improvement of relevant supporting teaching system, the employment situation and employment happiness of the surveyed students are more representative than those in other regions. Therefore, the surveyed e-commerce majors in colleges and universities mainly cover e-commerce positions in various industries in Jinan, Tai an and Qingdao, and the sample distribution is shown in table 1.

| Essential feature                  | Classify                    | Sample size | Percentage |
|-----------------------------------|-----------------------------|-------------|------------|
| Gender                            | Male                        | 189         | 53.23%     |
|                                   | Female                      | 167         | 46.77%     |
| Only child                        | Yes                         | 265         | 74.65%     |
|                                   | No                          | 90          | 25.35%     |
| Education background              | Junior college degree       | 146         | 41.13%     |
|                                   | Bachelor degree             | 209         | 58.87%     |
| Employment industry              | Government-affiliated institutions | 25      | 7.04%     |
|                                   | State-owned enterprise      | 10          | 2.82%      |
|                                   | Limited company             | 47          | 13.24%     |
|                                   | Private enterprise          | 273         | 76.90%     |

Based on the data collection and analysis of the current situation of employment quality of e-commerce major students, the current situation of employment quality of e-commerce major students involves four factors, including "professional development status", "job adaptation", "labor intensity", "interpersonal relationship processing"[2].

2.2 Relevant data analysis
This paper uses the method of factor analysis to analyze the employment quality of E-commerce majors, which involves four factors: "professional development status", "job adaptation", "labor intensity", "interpersonal relationship processing". Each problem has five options: "fully consistent", "comparatively consistent", "uncertain", "comparatively inconsistent" and "completely inconsistent". "Harmony". And attach the corresp-
onding score to the option, which is totally inconsistent with the assignment of 1 point, comparatively inconsistent with the assignment of 2 points, uncertain with 3 points, comparatively consistent with the assignment of 4 points, completely consistent with the assignment of 5 points, and then calculate the average and standard deviation of each factor separately. The present situation of employment quality evaluation of e-commerce professional students rely on data in the table below, work through to the professional development present situation, to adapt to the situation, and the size of the labor intensity, and the relationship to deal with the four factors, it can be concluded in table 3, the professional development status quo of average of 3.3276, work adapt to the situation of average value is 3.5894, labor intensity of the size of the average value is 3.2167, interpersonal handling average is 3.6707, these four are small to large, respectively, size of the intensity of labor, professional development present situation, the work to adapt to the situation and deal with the interpersonal relationship\(^[3]\)[4]. Can be seen through the comparison of the above data size e-commerce professional students employment quality present situation is: the processing of interpersonal relationship in ways superior to the other influencing factors, and the lowest is the size of the intensity of labor, but the work intensity of the size of the average higher than 2.5, shows that e-commerce majors in daily work, work under pressure and workload is very big still.

| Factors                        | N  | Minimal value | Maximum value | Average value | Standard deviation |
|-------------------------------|----|---------------|---------------|---------------|-------------------|
| Current Situation of Professional Development | 355 | 1.00          | 5.00          | 3.3276        | 0.81317           |
| Job adaptation                | 355 | 1.00          | 5.00          | 3.5894        | 0.6509            |
| Labor intensity               | 355 | 1.00          | 5.00          | 3.2167        | 0.84748           |
| Interpersonal Treatment       | 355 | 1.00          | 5.00          | 3.6707        | 0.88072           |

Table 2 Scores of Various Factors of Employment Quality of E-commerce Graduates

Conclusion:(1)Most e-commerce practitioners do not have a high degree, most of them are college graduates. (2)The age group of e-commerce practitioners is mostly the post-90s generation. Practitioners in this age group like the Internet, are relatively new, and their working years are less than three years. (3)The income of e-commerce for practitioners is not in direct proportion to the working hours. The working hours are long and the income is small. (4) 32.77% of smes fail to provide labor benefits for e-commerce practitioners. (5) When asked why students majoring in e-commerce chose e-commerce as their major at that time, 80% of the answers were because they were optimistic about the prospect of e-commerce as well as their willingness to major in e-commerce and their interest in e-commerce. Through the calculation and analysis of the two factors of the happiness of e-commerce majors in employment, the happiness in work and the happiness in life, it can be seen from table 3 that the happiness of e-commerce majors in employment: Work happiness and happiness in the life of average was 3.5251 and 3.1482, respectively. Thus, in the electronic commerce enterprise, happier than the happiness in life, in the work that is being investigated e-commerce.
majors at work feel happier in life than happiness, however, e-commerce majors in the happiness of life is greater than the average of 3, you can explain, e-commerce majors to gain happiness in life is satisfied, can get happiness from life[5].

Table 3 Scores of Various Factors of E-commerce Graduates' happiness

| Factors            | N   | Minimal value | Maximum value | Average value | Standard deviation |
|--------------------|-----|---------------|---------------|---------------|--------------------|
| Happiness at Work  | 355 | 1.00          | 5.00          | 3.5251        | 0.79364            |
| Happiness in life  | 355 | 1.00          | 5.00          | 3.1482        | 0.84878            |
| Valid N (list state) | 355 |               |               |               |                    |

(note: the data N in table 2 and 3 is the total number of valid questionnaires. The average value is obtained by dividing the score of each option in the questionnaire by the total number of students majoring in e-commerce. the formula is the sum of the points over the total number of people, calculate the standard deviation of each choice according to the standard deviation formula. Calculate the standard deviation of each factor by formula)

$$\sigma = \sqrt{\frac{1}{N} \sum_{i=1}^{N} (x_i - \mu)^2}$$

The four factors that affect the employment quality of e-commerce major students are the status quo of professional development, work adaptation, labor intensity and interpersonal relationship processing, and the two factors that affect the happiness of e-commerce major students in employment are the happiness in work and the happiness in life[6]. As can be seen from table 4, the factors that have a positive impact on happiness at work are: professional development status, work adaptation and interpersonal relationship processing; the factors that have a negative impact on happiness at work are labor intensity[7]. What has a significant positive impact on the happiness in life is the status quo of professional development, work adaptation and interpersonal relationship processing, while what has a negative impact on the happiness in life is the intensity of labor.

Table 4 Correlation Coefficient Matrix of Happiness and Employment Quality

| Item | | Happiness | Quality of Employment |
|------|------|-----------|-----------------------|
|      | | at Work   | in life               |
|      | | Current Situation of Professional Development | Job adaptation | Labor intensity | Interpersonal Treatment |
| 1    | | 0.612*** | 0.642*** | 0.599*** | -0.187*** | 0.613*** |
| 2    | | 0.532*** | -1.034*** | 0.443*** | -0.103* | 0.434*** |
| 3    | | -0.324*** | 0.512*** | 0.589*** | -0.275*** | 0.724*** |

(note: * means P<0.05,** means P<0.01,** means P<0.001, and the following is the same)

This paper takes the happiness of e-commerce majors in employment as the dependent variable and conducts hierarchical regression analysis. The order in which variables enter the regression-
on model is as follows: demographic variables enter as the control variables in the first step (forced inclusion method), and the employment quality of e-commerce majors enters in the second step (stepwise regression). The independent variables and moderating variables were centralized (the average of each observation value), and the hierarchical regression analysis of $Y = aX + bM + cXM + e$ was performed: (1) The regression of $Y$ to $X$ and $M$ was performed, and the determination coefficient $R_1^2$ was obtained. (2) The regression of $Y$ to $X$, $M$ and $XM$ results in $R_2^2$. If $R_2^2$ is significantly higher than $R_1^2$, the adjustment effect is significant[7]. Or, $XM$ regression coefficient test, if significant, the regulatory effect is significant[8]; It can be seen from table 5 that the employment quality of e-commerce majors has a significant predictive effect on their sense of well-being at work and in life.

| Table 5 Employment Quality of E-commerce Majors' happiness Level |
|---------------------------------------------------------------|
| **Control variables** | **Dependent Variables** | **Job-related Happiness** | **Life Happiness** |
| | | $B$ | $SE$ | $B$ | $SE$ |
| $R^2$ | 0.523*** | 0.334*** |
| Independent Variables | | | |
| Current Situation of Professional Development | | 0.312*** | 0.044 | 0.35*** | 0.048 |
| Job Adaptation | | 0.292*** | 0.056 | 0.212*** | 0.057 |
| Labor Intensity | | -0.175** | 0.053 | -0.112* | 0.042 |
| Interpersonal Treatment | | 0.249*** | 0.048 | --- | --- |
| $\Delta R^2$ | | 0.035 | 0.049 |

(note: when the curve fitting according to test data timeliness, the degree of match between test data and the fitting function, with a correlation coefficient related 'R square to evaluate a quantity, $R^2$ value, the closer to 1, the match degree is higher, the more close to 0, the lower the degree of agreement. As long as know X, Y, two groups of data, according to the formula: $R = E \left[ \left| (X - E(X)) \right| \left| Y - E(Y) \right| \right] / \left[ D(D(X)) \right] \left[ D(D(Y)) \right] ^ {0.5}$ type: E(X), E(Y) of mean value of X, Y, respectively; D(x) and D(y) are the variance of x and y respectively. $R^2 \geq 0$)

3. An Analysis of the Current Situation of Happiness of E-commerce Majors

(1) In terms of employment prospects, if e-commerce majors see broader prospects at work, their happiness at work will be higher; if they see narrow prospects or no prospects at all, their happiness at work will be lower; (2) in terms of physical health, students majoring in e-commerce are considered to have a low level of happiness at work if their physical health is not guaranteed or even harmful. (3) In terms of spare time, if e-commerce major students have enough time to spend with their families after work, their life happiness will be high. If they think their spare time is boring and they don't have enough time to spend with their families, their life happiness will be low. (4) With different job positions, e-commerce majors experience different levels of happiness at work, and their happiness level in management is higher than that in customer service; (5) In terms of working hours, if the working hours of e-commerce major students are too long, their happiness at work will be low; if the working hours of e-commerce major students are set reasonably and there is a lunch break, their happiness at work will be high; (6)
gender and age have no significant difference in happiness at work, but have a slight impact on happiness in life.

4. The influencing factors of the happiness of e-commerce major students in employment

4.1 Environmental Factor

4.1.1 Social Relations

Social relations including relations between family, colleagues, friends and relationships, of e-commerce professional students employment is influence the important factor of happiness, and e-commerce professional students employment is closely relative to the happiness of the relationship, social relationship, the better, the electronic commerce the happiness will be the higher professional students employment[9].

4.1.2 Economic situation

Many experts in the economy will affect e-commerce professional students happiness have different concepts in employment, most experts believe that the better the economic conditions of e-commerce the higher professional students employment of happiness, but also some experts believe that only the current state of the economy to achieve when trough will affect e-commerce professional students employment of happiness, because after meet the basic life demand will reduce the influence of economic conditions, just go to work of e-commerce majors will not be because of the generous remuneration for labor cost, the demand of daily life and even to rely on parents' supply. Therefore, it is concluded that the employment happiness of e-commerce majors with poor economic conditions is higher than that of e-commerce majors with good economic conditions.

4.1.3 working environment

In addition to social relations, economic conditions outside another factors, which affect the well-being of e-commerce professional students employment is the work environment, work environment is divided into two kinds, one kind is good environment, is a kind of soft environment, no matter what kind of environment are important influence on well-being in employment, we-

ak environment namely working conditions for students majoring in electronic commerce, companies can provide e-commerce professional students with good hardware, they will be able to quickly into the collective enterprises, improve their position in the employment of the happiness index[10]. Soft environment of electronic commerce professional students with good environment similar to the influence of happiness in employment, including corporate culture, the spirit of enterprise, enterprise culture and so on, the soft environment, the better, the e-commerce professional students is the spirit of enterprise, the influence of corporate culture quickly into the collective and collective life common development, to promote the well-being for e-commerce professional students employment.

4.2 Personal Factor

4.2.1 knowledge and skill

In addition to the external environment, the happiness of students majoring in e-commerce also plays a decisive role in their employment. The most basic factor is knowledge and skills. When they enter the workplace, students majoring in e-commerce will have great ambitions, grand career goals and good career vision. However, a journey of thousands of miles begins with their feet, even if they have great ambitions, they do not have solid knowledge. Knowledge and skills as the basis, but also difficult to have a long-term development, e-commerce students not only have a clear career plan, but also to maintain the curiosity to learn new technologies in the new era, so as to keep pace with the times, pioneering and innovative, constantly improve their professional knowledge and skills, the more solid foundation, in order to go further in the development of their career. Better to go.

4.2.2 psychological factors

Psychological factors play a vital role in the happiness of students majoring in e-commerce in employment. The stronger the psychological factors, the higher the happiness they will get. However, students majoring in e-commerce have a short working life and less frustration education, so their psychological quality is not high.
There are two kinds of psychology that have the greatest impact on the happiness of students majoring in e-commerce in employment. One is inferiority psychology. Second, the mentality of blind conformity. The reason of inferiority complex is that e-commerce majors lack confidence in their knowledge reserve and know nothing about their next career, so they will be at a loss. The best way to improve this psychological state is to change their cognition, learn and absorb new knowledge and skills with the mentality of "returning to zero", and take the attitude of beginners step by step. Establish self-confidence, so as to enhance the happiness of e-commerce majors in employment. Another psychological factor is blind herd mentality. When entering the workplace, one must have a job. But some students are hungry. When they see that many people choose a certain industry, they will drift along with the tide. However, such a choice is not necessarily suitable for themselves and will also lead them into a new employment dilemma. Moreover, they choose to leave their homes blindly and join the big cities. But in the big cities, the unknown hard work is unwilling to return home. At the same time, blind pursuit of white-collar life and unrealistic fantasies will also make e-commerce students feel happy in employment.

5. Conclusion
To improve the happiness of e-commerce major students in employment, we can start from the three perspectives of the government, enterprises and individuals. Only through the joint efforts of these three aspects can we create an open and transparent employment environment and effectively promote the employment of e-commerce major students in colleges and universities. Enterprises pay attention to employees' subjective initiative and career development, implement humanized management measures, and guide employees to give full play to their subjective initiative. The student of major of electronic business affairs should make a good plan, seek accurate fixed position, will choose obtain employment post according to interest interest and professional ability.

Acknowledgements
This paper is the phased research results of the key teaching reform project of shandong province in 2015 under grant 2015ZD068, in part supported by the Program of "excellent teaching team of accounting major based on the cultivation of applied ability" of Shandong University of Science and Technology under grant JXTD20160511, by the Star Program of Shandong University of Science and Technology under grant QX2018M 86.

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