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Research on the Path of Enhancing the Employment Competitiveness of Taxation Majors in the Perspective of New Quality Productivity

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Abstract

Under the wave of the era of vigorous development of new quality productivity, the taxation industry is experiencing unprecedented and profound changes, which not only brings broad employment opportunities for taxation students, but also puts forward more demanding challenges. From the perspective of industry change, the deep penetration of digitalization and intelligent technology has prompted the accelerated transformation and upgrading of the taxation industry. The steady progress of "tax by numbers", the rise of emerging fields such as intelligent tax services, the increasingly fine market division of labor, and the shift of business model to intelligence, automation, and ex ante decision analysis [3] . These changes have led to an all-round enhancement of the requirements for talents in the taxation employment market, which not only require solid professional knowledge, but also digitalization skills, interdisciplinary knowledge, practical innovation ability and proficiency in new information systems. Through reviewing the training mode of taxation profession in Anhui University of Finance and Economics, we can see the current situation of taxation students' training in colleges and universities. Although colleges and universities have made great efforts in the construction of curriculum system and practical teaching, there still exist the poor match between the curriculum and the market demand, the weak teaching link of practice and innovation, the construction of teaching staff needs to be strengthened, and the students' career planning and awareness of employment are relatively weak, etc. The problems which impede the enhancement of the competitiveness of students' employment need to be solved urgently. Problems that need to be solved urgently. In order to comply with the development trend of the industry, colleges and universities should actively optimize the education strategy, deepen the reform of practical teaching, and improve the accuracy and effectiveness of career guidance; students themselves need to enhance the awareness of independent learning, take the initiative to exercise the ability to integrate and analyze the resources, clarify the direction of career development, and cultivate innovative thinking. Only when colleges and universities work hand in hand with students can the employment competitiveness of taxation majors be effectively enhanced, so that they can seize the first opportunity in the employment market driven by the new quality productivity, and deliver a steady stream of high-quality talents for the innovative development of the taxation industry, thus promoting the continuous prosperity of the industry.

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Keywords

New quality productivity, finance and taxation program, job competitiveness.

1. Analysis of the connotation of new quality productivity and the impact of change on the tax industry

In 2023, General Secretary Xi Jinping proposed the term "new quality productivity" for the first time during his visit and research in Heilongjiang, and it became a hot topic of discussion in the National People's Congress in 2024. New quality productivity is a product of the era of informatization and digitalization, and is an advanced form of productivity led by scientific and technological innovation, characterized by high technology, high efficiency and high quality, and in line with the new development concept, showing accelerated iteration of technological innovation and deep integration of multiple fields. The "new" is reflected in the continuous birth of new technologies, new industries, new business forms and new models; the "quality" is reflected in the realization of "high quality" through the enhancement of total factor productivity, "High efficiency0.

Under the perspective of the development of new quality productivity, and with the help of the state's comprehensive promotion of digital reform, the government, through the development of fiscal and tax digital intelligence, realizes the medium- and long-term goal of "tax management by numbers", promotes "tax management by votes", and improves the ability of inter-departmental information communication and collaboration. In the meantime, enterprises are using digital information technology to reshape their services. Enterprises, on the other hand, are being reshaped by digital information technology, and empowered by science and technology to realize innovations in business models, organizational methods, cultural concepts and other aspects. The "2024 China Taxation Digitalization New Quality Productivity Development Insight Report" points out that the tax-related SaaS market size was about 50.5 billion yuan in 2023, and it is expected that the market size will exceed 74 billion yuan in 2025. Compared with the traditional tax industry, which manually handles a lot of tedious financial and tax work, digitization and intelligence have given rise to the development of emerging fields such as intelligent tax services and digital tax management, and such enterprises have occupied an important market share in the fields of tax consulting, tax planning, and financial shared services by virtue of their advanced technologies and innovative business models. At the same time, the division of labor in the market has become more refined, giving rise to new occupations such as data analysts and tax digitization experts. Secondly, driven by the new quality of productivity, the business model of finance and taxation has changed from after-the-fact accounting and supervision to intelligent, automated, and before-the-fact decision-making and analysis, for example, the construction and implementation of the Golden Tax IV, the gradual and widespread application of intelligent financial systems and financial robots, which makes the work of financial accounting and tax declaration more automated and efficient. work more automated and efficient[0] . In addition, tax services have begun to focus on personalized customization, providing accurate tax solutions based on customers' industry characteristics, business scale and development strategies; and technologies such as big data, artificial intelligence and blockchain have triggered changes in the application of the tax industry. Big data technology helps finance and tax departments collect and analyze massive economic data, providing accurate basis for the formulation and adjustment of tax policies, while realizing intelligent monitoring and risk warning of enterprise tax payment. Artificial intelligence realizes intelligent reporting and auditing functions, improving the efficiency and accuracy of fiscal and tax work. Blockchain technology guarantees the security, non-tampering and traceability of financial data[2] , and plays an important role in electronic invoices, cross-border payments and other fields. Cloud computing provides

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powerful storage and computing capacity for financial and tax data, supports the construction of financial shared service platform, and reduces the operation cost of enterprises. In short, the main body of finance and taxation are trying to use digital technology, digital thinking, digital cognition, prying and empowering the mode of production, governance and lifestyle, and promoting economic and social systematic remodeling.[6]

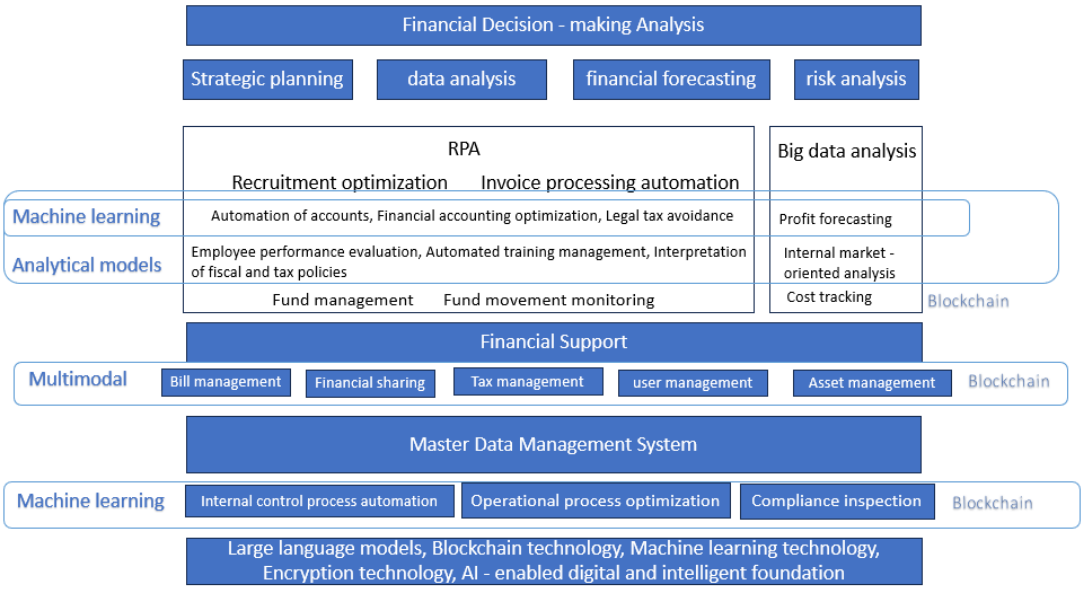

Figure 1: Application framework of new quality productivity in the tax industry

2. Insight into the market demand for tax and finance employment in the context of new quality productivity

Through the collection of data released by the National Bureau of Statistics, the employment network of colleges and universities and other authoritative platforms show that in recent years, from the perspective of the overall employment rate, the finance and taxation profession has been maintaining a higher level of employment by virtue of its key position in economic activities, and the employment rate of graduates of the finance and taxation profession in colleges and universities in the year of 2024 has reached 92.3% and the employment field of students, in addition to the traditional accounting, auditing, taxation, and other core positions, has also been gradually extended to the financial technology, data analysis, risk management and other emerging fields. From the point of view of geographical distribution, the demand for finance and taxation professionals is stronger in economically developed regions, such as the Yangtze River Delta region and coastal areas.

Meanwhile, combined with the recruitment information released by the Ministry of Finance, industry research reports and information published by BOSS and other major recruitment websites, the market requirements for employment personnel also tend to be comprehensive, digital and efficient. First, in the face of the huge amount of data in the era of digital economy, students majoring in finance and taxation need to master digital skills and data analysis ability. Not only should they have strong data collection, retrieval and organization ability, but also should maintain a high degree of attention to data security and privacy on the basis of modeling, forecasting and other analytical tools and methods to dig into the deeper connotation of the data, so as to provide a more scientific and effective basis for fiscal decision-making. Secondly, the development of new quality productivity has prompted the taxation field to be closely connected with many fields such as society and economy, so taxation students need to have interdisciplinary knowledge and innovative thinking. On the one hand, in the face of the trend of cross-industry integration, on the basis of stabilizing the knowledge of taxation disciplines,

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they should extensively study the related disciplines involved, such as big data analysis, blockchain coupling, etc. On the other hand, they should break through the traditional thinking of taxation processing, dare to innovate and challenge, and constantly explore new models. Thirdly, due to the practical application of taxation, taxation students need to deeply understand and grasp the law of taxation phenomenon in the process of combining theory and practice, and then learn to analyze and summarize the problems found by , and finally reach a solution to the taxation problems in real economic life. Fourthly, it is found that more tax positions require mastery of new information systems such as ERP, CRM, SCM, etc., and even some positions require more than 3 years of relevant work experience, so students majoring in taxation should actively study on their own for the knowledge and experience that cannot be acquired in the classroom, and effectively integrate all the resources for themselves to enhance their competitiveness in employment.

3. Review of the current situation and problem analysis of the training mode of students majoring in finance and taxation--Taking Anhui University of Finance and Economics as an example

Colleges and universities, as the core position of the implementation of the strategic deployment of talent, to cope with the development of the new quality productivity-driven era, bear the burden of high-quality development of talent training, need to give full consideration to and explore the training of students specializing in finance and taxation of a new program, a new path to become the main force for the cultivation of high-quality finance and taxation talents. In this paper, through the release of questionnaires to students of Anhui University of Finance and Economics majoring in finance and taxation, 247 questionnaires were effectively recovered and 20 teachers and students were randomly interviewed, which roughly reflects the status quo of the professional cultivation mode: at present, the school has set up a relatively complete curriculum system, and the cultivation program has a total of 160 credits, which covers the four major types of courses: general knowledge, subject foundation, professional core and professional elective, which both focuses on the core content of the specialty, such as It focuses on the core contents of the specialty, such as economics, finance, principles of accounting, tax law, etc., and also provides advanced courses for targeted exploration, such as international taxation, tax audit, government debt, etc. Meanwhile, for the students' knowledge and skills to be in line with the practice, the courses such as Python, ERP comprehensive practical training, and experiments on economic synthesis have also become the mandatory courses. In practice teaching, in addition to encouraging students to actively participate in social practice, scientific research projects and academic competitions, the school has established partnerships with more than 30 enterprises, tax agencies and accounting firms to provide students with vacation internships, so that the classroom knowledge can be applied to practical work to accumulate valuable experience. However, the interviews also reflected that there are certain problems in the training mode of the students of the finance and taxation specialty:

3.1. Insufficient matching of students' knowledge base with market needs

First of all, the current institutions need to enhance the relevance and practicality of the curriculum. On the one hand, the time for students to contact the professional core courses needs to be advanced, and the interviewees reflected that the sophomore semester is mainly targeted at the basic courses of the disciplines, and the professional advanced and professional development courses are concentrated in the junior semester, and there are a lot of general elective courses that need to be completed, but the actual enhancement of the professional ability is yet to be investigated. Too much attention is paid to the teaching of traditional taxation knowledge, data analysis and interdisciplinary analysis closely connected with market demand

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have not been well integrated into the curriculum framework, and the new requirements for taxation talents in the era of digital economy have not yet been reflected, and students do not have enough sense of acquisition in the practical courses offered, and there is a lack of clarity on the purpose and role of the curriculum, and they still have little understanding of how to deal with the actual affairs. Secondly, students' knowledge and skills acquisition is insufficient, and they are unable to meet the market demand for informationization and digitalization in the course of study. For example, most of the students said that their mastery of computer software such as Excel and Python is limited to the content of the course of study, and that they know but do not have enough understanding of the application of big data analysis software, blockchain, and intelligent tax system.

3.2. Teaching and guidance for practical innovation needs to be strengthened

Practice is the core path to social integration and a key link in developing students' practical skills and professionalism. Although colleges and universities provide internship positions for students, due to the relatively limited teaching resources, most of them set performance thresholds, which can't meet the growing practical needs of students. And the management and supervision mechanism of the internship site is not perfect, and some internship units do not pay enough attention to students' internships, resulting in uneven internship results, and some students can only engage in some simple repetitive work during the internship period, and can't really participate in the core business, and the phenomenon of disconnection between theory and practice is more serious. In addition, for the cultivation of students' innovation ability, the existing training mode lacks advanced practical teaching equipment and simulation environment, which leads to the more theoretical and traditional knowledge learned by the students, and they can't follow up the society to exercise innovative thinking and innovation ability. What society needs is compound talents who not only have profound theoretical foundation, but also can skillfully use professional knowledge to solve practical problems, and also have the spirit of innovation and teamwork ability, and the current training mode has a lot of room for improvement in these aspects.

3.3. Optimization of attraction and nurturing strategies for teacher development

The interviewed teachers pointed out that although the structure of university teachers has become reasonable, but in the digital economy under the wave of new productivity development, the gap between it and the development needs of the industry has gradually appeared, and the strategy of attracting and nurturing talents in the teaching team needs to be optimized[5] . Due to the lack of practical experience of some teachers, it is difficult to integrate theoretical knowledge and actual cases in the teaching process, resulting in the lack of vividness of the teaching content, but also difficult to meet the needs of practical application, which to a certain extent affects the quality of teaching and the learning experience of students. At the same time, there are shortcomings in the mechanism of teacher training and development. With the rapid development of the field of finance and taxation and the wide application of emerging technologies, the lack of teachers' own qualifications when offering courses on big data analysis has forced them to learn continuously and update their knowledge system in time to adapt to the new teaching requirements. However, at present, many colleges and universities have relatively limited investment in teacher training, and the content and form of training are relatively single, which is difficult to fully meet the professional development needs of teachers, which indirectly restricts the enhancement of teachers' teaching level and the promotion of educational innovation.

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3.4. Relatively weak career planning and employment awareness among taxation students

The data in Table 1 reflect that students are more inclined to the learning of professional theoretical knowledge and related skills in their study preferences, pay more attention to the combination of theory and practice, and also realize that the enhancement of employment competitiveness is all-rounded, and that they should cultivate their own innovative critical thinking, practical skills, communication and analysis skills on the basis of the continuous strengthening of theoretical knowledge in order to realize the comprehensive development of comprehensive quality. However, it can also be clearly found that in terms of career planning, most of the students are not yet in the stage of in-depth exploration of their future careers, lack of clear career goals and planning, and have a low level of understanding of the concept of "new quality of productivity" that affects the future development direction of the taxation field and even the country, which shows that the students are less concerned about and less sensitive to the industry's frontiers and have difficulty in grasping the future development trend of the industry, which makes it difficult for them to compete for future employment. This shows that students are less concerned about and sensitive to the cutting-edge of the industry, and it is difficult for them to grasp the future development trend of the industry, which makes them easy to be in a passive position in the future employment competition. Moreover, the statistics on the change of the employment market in the field of finance and taxation show that students have not realized the connection with the employment market, and they cannot adjust the direction of their own learning and ability enhancement according to the market demand, and they are likely to hit the wall when they are looking for a job due to the lack of understanding of the market demand.

Table 1: Results of questionnaire analysis

sports event	options (as in computer software settings)	frequency	Percentage (%)
grade	first-year university student	64	25.91
	second-year university student	93	37.65
	third-year university student	90	36.44
Clarity of future career plans or direction of employment	be	72	29.15
	clogged	28	11.34
	I have a general idea.	147	59.51
Knowledge of new quality productivity	relatively knowledgeable	58	23.48
	incomplete understanding	170	68.83
	currently unknown	19	7.69

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Are you aware of the changes in today's job market in the tax field?	Yes, it's clearer.	20	8.10
	Yes, but I'm not sure.	76	30.77
	Not known	151	61.13
What should be emphasized in the system of financial and tax expertise (multiple choice)	theoretical knowledge of sth.	232	93.93
	Think innovatively to improve	217	87.85
	communication skill	210	85.02
	Professional-related skills	237	95.95
	Problem analysis and resolution	220	89.07
	Comprehensive professional literacy	209	84.62
How should finance and tax students improve their job competitiveness (multiple choice)	Professional Theory Deepening	230	93.12
	Interdisciplinary knowledge integration	205	83
	Acquisition of related certificates	216	87.45
	Practical Skills Development	226	91.5
	Enhancement of teamwork and presentation skills	206	83.4
	Improvement of comprehensive quality	213	86.23

4. Exploration of multidimensional training paths driven by new quality productivity

4.1. Optimization Strategies and Practical Innovations in Higher Education

Colleges and universities should comply with the development trend of digital intelligence in the industry in terms of data analysis, decision-making management, production and operation,

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etc., and take the background of "big data", "cloud computing", "informationization" and other intelligent technologies as the basis for innovative, applied and compound talents training mode. With the background of "big data", "cloud computing", "informatization" and other intelligent technologies, and relying on the innovative, applied and composite talent cultivation mode, we are committed to conveying to the society high-quality decision-supporting tax talents who are proficient in finance and taxation, understand the actual situation, are good at analyzing, can communicate, and are capable of creating[8] .

First, optimize the construction of theoretical education system. Curriculum rational planning course time allocation, general elective courses according to the need to reduce the appropriate number of hours, and the opening of the tendency to interdisciplinary integration of courses, the overall university curriculum arrangement can draw on some colleges and universities of the "2 +1" teaching model, both students in the first two years of the university in the on-campus theoretical knowledge learning, the third year of the practical internship phase to enhance practical ability and vocational skills. In the third year of college, students will be transferred to the practical internship stage to enhance their practical ability and vocational skills. In terms of course content, we have comprehensively updated and expanded the digital taxation technology, big data analysis and taxation policy, which are closely related to the digital economy era, and integrated more representative and cutting-edge real cases into the practical teaching, and gradually increased the knowledge of statistics, machine learning, social learning, and so on. The introduction of "Statistics", "Machine Learning" and "Social Survey Methods" courses has been gradually increased, so that students can learn to collect the required information through research, classify and summarize the massive and heterogeneous data by using software such as SPSS, SAS, Python, etc., and summarize the information independently to discover and solve valuable social problems. solve valuable social problems. In terms of faculty construction, teachers of taxation majors should set up correct education and teaching concepts, proactively respond to the challenges of the digital economy era, and make efforts in various aspects such as knowledge and technology reserves, teaching concepts and methods, etc. In addition to teachers of taxation majors to absorb the latest thinking on taxation and cutting-edge concepts of taxation in a timely manner, the fusion of cross-disciplinary knowledge and the acquisition of digital skills can be achieved through the school linkage of outstanding teachers in relevant fields in various colleges to provide special training to teachers of taxation majors during the holidays. Teachers specializing in the field of taxation can receive special training during the holidays. At the same time, the school should increase the investment in the new technology into the campus, so that teachers and students can turn the theory into practice to become a reality.

Second, deepen the practice teaching training mechanism. Schools can establish a "three-in-one" practice teaching platform[7] , "three-in-one" refers to the "practice teaching resource base+ actual projects, case studies+ comprehensive ability cultivation", so that it becomes a bridge between theory and practice, classroom and society. Make it a bridge between theory and practice, classroom and society. The practical teaching resource base needs to ensure the diversity and timeliness of resources, in which the content should cover many aspects of the taxation industry under the perspective of new quality productivity, and the framework should include practical cases, cutting-edge theories and technologies, industry reports, and hands-on videos, etc., so as to make up for the limitations of credits of the professional courses and learning time, and the timeliness is that due to the rapid updating of the policies and technologies in the field of taxation, only regular updating can ensure that the resources can be synchronized with the current industry development and skill trends. Only regular updating can ensure that the resources are synchronized with the current industry development and skill trends. In the actual projects and case studies, schools and enterprises can work together, and professional tutors can release tasks through the practical teaching platform, so that students

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can independently enroll and participate in teams, and carry out online seminars, virtual experiments and interactive learning under the leadership of the tutors to analyze and guide the projects at a deeper level, and the enterprises can give internships to the teams of students who have outstanding performances during the holidays. In this process, the school can increase publicity to attract more enterprises, firms, tax organizations to enter into cooperation to expand internship resources. In terms of comprehensive ability cultivation, through the degree of participation and performance of students on the practical education platform, a multi-faceted evaluation system is intelligently generated for students' business ability, practical analysis ability, communication and assistance ability, logical thinking ability, technical application ability, etc., so that students can check and make up for the deficiencies in a targeted manner and become high-quality comprehensive talents.

Third, to enhance the effectiveness of career guidance counseling. Digital information technology is used to collect multi-dimensional data of students majoring in finance and taxation, including academic performance, classroom performance, practical achievements, participation in competitions, and results of vocational interest assessment, etc., to build an accurate digital portrait[4] . By analyzing the fluctuation of performance, we can understand the weakness of students' knowledge mastery, and with the help of interest assessment, we can make clear their career tendency, so that "mentors+ counselors" can work together to guide students' future employment direction. At the same time, based on the digital portrait, we innovate the content and form of assessment and optimize the student assessment system. In terms of content, the proportion of purely theoretical assessment is reduced, and the assessment content of practical operation, case analysis and team projects is increased, focusing on the ability of students to solve practical problems. In the form of assessment, the introduction of online time-limited practical exercises, group mutual evaluation, and the participation of enterprise mentors in the evaluation, etc., to ensure that the results of the assessment comprehensively reflect the ability of students, and provide accurate references for employment guidance, and finally to strengthen the linkage between employment guidance and the assessment results, integrate the assessment results into the depth of the employment guidance, and provide personalized employment advice and career planning for students with different profiles. For example, students who are good at data analysis are recommended for financial analysis positions in financial technology enterprises; students with strong communication skills are guided to engage in tax service-related work. Through precise matching, we enhance students' competitiveness in employment and maximize the effectiveness of employment guidance.

4.2. Strategies and methods for student self-improvement

First, exercise the ability of resource integration and analysis. In today's strong development of digital intelligence, it is an effective path to enhance the competitiveness of employment for students majoring in finance and taxation to have a strong ability to collect and organize data, information and other resources. On the one hand, in addition to using school libraries and professional databases to obtain regular information such as fiscal policies and regulations, academic papers, etc., they should also pay attention to the official websites of major government fiscal departments to keep abreast of the latest policy developments. At the same time, the use of social media platforms to pay attention to experts in the field of finance and taxation, participate in professional forum discussions, access to first-hand industry information and practical experience share. On the other hand, take the initiative to learn data analysis software, practice exercises through online courses, open-source projects, simulated data processing, etc., to improve the data processing and analysis ability, and gradually improve the comprehensive ability to analyze problems by participating in disciplinary competitions and social practice in combination with real cases.

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Second, pinpointing the employment target. Students can use the official websites of the State Administration of Taxation and the Ministry of Finance to get the updated information of the industry's financial regulations in the first time, and maintain a high degree of sensitivity to the newly introduced tax preferential policies and financial and tax adjustments. At the same time, students can actively track the development trend of technology, pay attention to the application of artificial intelligence and blockchain in the field of finance and taxation, such as intelligent financial robots to deal with basic accounts, blockchain technology to ensure the safety and traceability of finance and taxation data, and grasp the new direction of the industry development by attending industry summits and studying professional reports. Understand the changes in the industry through the above two aspects. Secondly, analyze yourself comprehensively, reasonably assess your own ability, and make clear and reasonable dynamic career planning as early as possible. By sorting out the scope and degree of mastery of professional knowledge and skills, and then with the help of MBTI, Hollander Occupational Interest Test and other personality testing tools to understand their own personality characteristics and career interest tendencies, and to seek advice from outstanding seniors and mentors on the employment prospects and employment skills, such as the future of the taxation profession has a better development prospects of the occupation, in the writing of resumes and cover letters, as well as interviews can be to meet the diversified needs of the case of Highlight your own key points and highlights.

Third, focus on cultivating innovative thinking. In today's increasingly competitive employment environment, innovative thinking has become the key driving force to enhance the competitiveness of employment for students majoring in taxation. Under the impact of the wave of new quality productivity, the field of taxation is constantly innovating, and the only way to seize the first opportunity in the future career path is to actively embrace innovation[9] . On the one hand, it is necessary to do to keep up with emerging technologies and promote interdisciplinary integration, as the so-called follow the trend of the times, students should take the initiative to understand the study of artificial intelligence, cloud computing and other cutting-edge technologies in the field of finance and taxation application examples, to broaden the knowledge of the eye. On the other hand, students should continue to pay attention to the cutting-edge theoretical research results of finance and taxation and empirical analysis methods to actively explore new ways of solving real problems, and they should be brave enough to put forward new views and ideas, dare to challenge the traditional mode of thinking, and continue to explore the road of innovation in the field of finance and taxation.

5. Conclusion

The rise of new quality productivity brings opportunities and challenges to the taxation industry, and also puts forward new requirements for the employment competitiveness of taxation students. From the perspective of industry change, digital transformation has led to the emergence of new business models in the field of finance and taxation, and the job market has higher expectations for the comprehensive quality of talents. However, the current student training model has problems such as the disconnection between the curriculum and the market, insufficient practical innovation, teachers need to be strengthened, and students' career planning is weak. To solve these problems, colleges and universities should optimize the curriculum, strengthen the construction of practical teaching platforms, and enhance the effectiveness of career guidance; students themselves should take the initiative to improve the ability to integrate and analyze resources, accurately locate their career direction, and cultivate innovative thinking. Only by concerted efforts of both sides can the taxation students better adapt to the development of new quality productivity, enhance their employment

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competitiveness, energize the continuous innovation of the taxation industry, and play an important role in the economic development of the new era.

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