



Research Paper

Study on the Employment status and Countermeasures of Intellectual Property professionals in China

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Abstract: With the development of economy, China has gradually realized the importance of intellectual property rights. Since the promulgation of the Patent Law, China's talent market is in urgent need of a large number of high-quality intellectual property professionals. Chinese colleges and universities have also begun to cultivate talents majoring in intellectual property. This paper mainly studies the employment status of intellectual property majors and related talents, and proposes countermeasures and suggestions based on SWTO analysis on the employment status of intellectual property talents.

Key words: Intellectual property major; Employment status; Employment countermeasures;

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I. INTRODUCTION

In the nearly 30 years of planned economy after the founding of the People's Republic of China, the construction of intellectual property system in China is basically in a blank state. In 1978, the third Plenary Session of the 11th Central Committee of the COMMUNIST Party of China (CPC) was convened. In this context, China's intellectual property system has been gradually established and developed. In 1980, China officially joined the World Intellectual Property Organization (WIPO). Subsequently, the Standing Committee of the National People's Congress passed the Trademark Law, marking that the construction of China's intellectual property system has entered a new stage.

On April 1, 1985, the patent Law came into effect. However, the formulation and implementation of the patent law is not smooth sailing. In this process, there are not only the difficulties of limited time and experience, but also the disputes caused by the limitations of The Times and the low technical level of Our country. Under such circumstances, Comrade Deng Xiaoping made the decision that "early adoption of patent law is the best", which accelerated the construction of China's intellectual property system.

Nowadays, under the leadership of General Secretary Xi Jinping, China's economic development has entered a new normal, and intellectual property has become an important strategic resource for China's high-quality economic development. High-quality intellectual property professionals have become an indispensable part of China's talent market. This paper mainly analyzes the employment situation of intellectual property professionals and studies the corresponding employment measures for intellectual property professionals.

II. SURVEY AND ANALYSIS OF CHINESE GRADUATES MAJORING IN INTELLECTUAL PROPERTY

According to the survey of 100 graduates majoring in intellectual property, nearly 69.15% of them have found jobs, 22.34% have chosen to pursue graduate studies, 5.32% have chosen to go abroad, and 3.19% have chosen to start their own businesses. Among these people, there are no unemployed graduates. According to these data, the employment rate of intellectual property professionals is relatively high.

After graduation, 61.7 percent of the graduates engaged in jobs basically corresponding to the major of INTELLECTUAL property rights, 31.91 percent engaged in jobs not corresponding to the major of intellectual property rights, and only 6.38 percent engaged in jobs completely corresponding to the major of intellectual property rights. In general, there is still much room for improvement in the corresponding situation of

intellectual property.

Forty-eight percent of graduates in intellectual property earned between 4,000 and 6,000 yuan, 43 percent earned less than 4,000 yuan, and seven percent earned between 6,000 and 8,000 yuan. Among these graduates, there are no graduates earning more than 8,000 yuan. In general, the salaries of graduates majoring in intellectual property are generally moderate.

III. Analysis of INTELLECTUAL property SWTO

3.1 Advantage Analysis

(1) The intellectual property major involves a wide range of knowledge, and there are also many employment directions. The courses for intellectual property major cover a wide range of subjects, including not only knowledge related to law but also knowledge related to science and engineering. During the employment period, intellectual property professionals are employed in many directions, and they can choose positions that are more oriented towards law or science and engineering. Whether it's education, real estate or the Internet, intellectual property professionals can give it a try.

(2) With the rapid development of China's economy, there is a special need for a large number of outstanding intellectual property professionals. With the rapid development of China's economy, China's intellectual property construction is gradually on the right track. Recently, the trade war between China and the United States has prompted China to pay more attention to intellectual property rights. The Chinese government has promulgated and implemented a series of policies to strengthen the construction of China's intellectual property system. Therefore, our country has produced the industry related to intellectual property, the talent market has a great demand for intellectual property professionals.

3.2 Disadvantage Analysis

(1) Discipline construction started late. After the founding of the People's Republic of China, the construction of all aspects is extremely urgent. In addition, the weak awareness of intellectual property leads to the long and difficult start of the construction of intellectual property in China. The construction of intellectual property discipline in colleges and universities is late and not perfect in all aspects. Even, some colleges and universities have not set up intellectual property disciplines, intellectual property personnel training system is not perfect.

(2) Long talent training cycle. There are a lot of training courses for intellectual property major, the knowledge structure is relatively complex, and the talent training cycle is long. At present, the supply of undergraduates exceeds demand in China, and the recognition degree of the society is higher than that of undergraduate degree. Most undergraduates majoring in intellectual property choose to take the postgraduate entrance examination or go abroad for further study, which increases the difficulty of talent training. In addition, there is a brain drain in China, and some intellectual property professionals choose to work abroad.

(3) Complex knowledge structure. A major in intellectual property requires not only fluency in English, but also an understanding of domestic and international intellectual property laws. Intellectual property majors not only need to master the professional knowledge and skills related to intellectual property, but also need to understand the frontier of intellectual property development and the trend of intellectual property development. Intellectual property professionals not only need to master the methods and skills of data query, but also learn to use intellectual property knowledge to solve and deal with intellectual property litigation and management capabilities.

3.3 Opportunity Analysis

(1) The talent market needs a large number of outstanding intellectual property professionals. In China, the construction of intellectual property started late, there are fewer intellectual property disciplines in colleges and universities, and fewer intellectual property professionals are trained. The shortage of talent market requires a lot of high-quality intellectual property professionals with high ability.

(2) Many multinational companies and law firms need talents. China's economic development has driven the development of a variety of small and large enterprises. The number of enterprises in China has increased the number of intellectual property jobs, and the employment of intellectual property professionals is better.

3.4 Threat analysis

(1) The supply of undergraduate students exceeds demand in China, and employers pursue higher education. At present, China's education system is gradually improving, and a large number of undergraduate talents flood into the market, oversupply, resulting in the situation of undergraduate employment is not good. Moreover, there is still excessive consumption of human resources, which deviates from the real needs of society. Some employers unilaterally pursue higher education and the famous school effect, and even some

employers arbitrarily raise the level of education. All this has put great pressure on the employment of intellectual property professionals.

(2) The domestic intellectual property system is not perfect. Although since the establishment of China's intellectual property system, has made better achievements. However, it has not been long enough for China to establish the intellectual property system, and the whole society still has a weak understanding of intellectual property. There are still many difficulties and problems in the work of intellectual property and the management of intellectual property. Not keeping pace with the development and requirements of the situation.

IV. COUNTERMEASURES FOR EMPLOYMENT OF INTELLECTUAL PROPERTY PROFESSIONALS IN CHINA

4.1 The government should actively guide and promote the employment of intellectual property professionals

(1) The government can strengthen the construction of intellectual property system and strictly implement the patent law. The government may strengthen the control and management of intellectual property rights, impose severe punishment on enterprises violating laws and regulations, urge enterprises to add more posts of intellectual property professionals and strictly abide by intellectual property laws.

(2) Encourage intellectual property professionals to go to backward or specific areas to relieve employment pressure. The government can encourage intellectual property professionals to find jobs in backward areas by forgiving student loans and offering high salaries, so as to alleviate employment pressure. The government may also set up public welfare projects to encourage intellectual property professionals to go to backward areas, popularize intellectual property knowledge and raise the awareness of the whole nation on intellectual property.

(3) Actively encourage students to start their own businesses. The government can actively encourage students majoring in intellectual property to start their own businesses and provide them with sufficient funds. The government may also carry out some employment programs for unemployed young people majoring in intellectual property, and subsidize unemployed young people majoring in intellectual property to start their own businesses.

4.2 In terms of the university, market-oriented education can make the training of intellectual property professionals more effective

(1) To train public intellectual property professionals closely related to social needs. Colleges and universities can closely link the educational mode of intellectual property major with the social demand to cultivate practical intellectual property talents urgently needed by the society. Colleges and universities can also provide intellectual property professional talents to employers through data integration, so as to facilitate employers to introduce intellectual property professional talents according to the needs of their own companies.

(2) To realize the teaching mode combining theory with practice and improve the practical ability of intellectual property professionals. Colleges and universities can join hands with employers to train intellectual property professionals. Students majoring in intellectual property can learn theoretical knowledge and professional knowledge in schools on the one hand and improve their practical ability in employers on the other hand. This mode can not only promote the introduction of intellectual property professionals and the development of enterprises, but also foster a high employment rate of students majoring in intellectual property.

(3) Contact more enterprises in a large area and strive to broaden the employment channels for intellectual property professionals. Colleges and universities can keep regular contact with employers and increase the output of intellectual property professionals by mastering the talent demand of employers. In addition, it can establish contacts with many enterprises and hold detailed information for the convenience of intellectual property graduates to understand and choose. In this way, not only can strengthen the excellent cooperative relationship with the employer, but also can expand the scope of contact with the employment partner.

4.3 In terms of talents, they can flexibly master knowledge and improve their employment possibilities

(1) Improve my professional skills, cooperation skills and job-hunting skills. Graduates majoring in intellectual property must learn to improve their professional skills, cooperation skills and job-hunting skills, cultivate their own good business quality and working ability, fully understand and understand themselves, and choose an appropriate standard to find a suitable job. At the same time, students majoring in intellectual property should reorganize the knowledge they have learned, construct a reasonable knowledge structure, and give full play to the overall effectiveness of the knowledge they have learned according to the needs of their career and social development.

(2) Cultivate practical ability. Students majoring in intellectual property should improve their practical ability. They should not only talk about the contents in books, but also learn to integrate the knowledge they

have learned and apply it in their work. Students majoring in intellectual property should also learn more about the examples of the intellectual property industry and put themselves in the actual situation to consider.

(3) Employment expectations should be moderate. Students majoring in intellectual property should have moderate expectations of employment and excellent psychological quality. Not blindly to pursue high wages, light work, always with the mentality of learning and exercise their own, to choose suitable for their position. In the process of facing employment, we should also improve our psychological quality, and do not give up easily because of some pressure and difficulties.

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