

Optimization strategy of publishing industry talents from the perspective of job-hopping intention

Yushan Zhao

Publishing Science Research Institute of Beijing Normal University, Beijing 100875;
 School of Journalism and Communication, Beijing Normal University, Beijing 100875

Abstract: Based on the questionnaire data of “the current situation of publishers’ professional survival”, this paper analyzes publishers’ job hopping willingness and its influencing factors by establishing relevant models. Through the research on the influencing factors of job hopping, this paper puts forward some suggestions on optimizing the incentive development mechanism of the publishing talent team.

Key words: Publishing practitioners; Job hopping intention; Correlation; Binary logistic regression

1 Research background

In recent years, “job hopping” is becoming a career choice for more young people. As a cultural industry, the digital economy provides more diversified opportunities for publishers’ career choices. The research on the job-hopping intention of publishing practitioners and its influencing factors has important reference significance for publishing institutions to optimize the talent team mechanism in the new era.

Based on the questionnaire survey data, this paper makes a quantitative analysis of the factors affecting the job hopping willingness of publishing practitioners, and combined with the practice of the publishing industry, tries to reveal the reasons and motivating factors behind the job hopping of publishing industry employees, so as to provide references and reasonable suggestions for the construction of publishing talent team and the optimization of human resources of publishing institutions.

2 Research methods

1. Data sources

This paper uses the relevant data from the questionnaire on “the current situation of publishers’ professional survival” (2019-2020). The survey was released through the relevant wechat public account platform, and 3732 valid questionnaires were received from April 30, 2020 to December 31, 2020. The respondents are mainly from publishers, newspaper agencies and relevant cultural publishing companies.

The questionnaire is divided into six parts with 54 questions. The dependent variable “job hopping intention” of this study is taken from question 42 of the questionnaire: do you have any intention of job hopping (leaving the company)? There are four options: a: yes, looking for opportunities; B: Yes, it is not ready to be implemented now; C: Never; D: No, I don’t know now. Code the C and D options as 0, indicating no intention of job hopping; Code options a and B as 1, indicating a willingness to change jobs. 1678 people in the questionnaire were willing to change jobs, accounting for 44.5%, which basically met the sample equilibrium conditions.

The research and focus of this paper include: 1What are the factors that affect the job hopping willingness of practitioners in the publishing industry?2. do employees pay more attention to material rewards or spiritual encouragement?3. which factors are the key factors for employees’ resignation, and which factors can be used properly to stimulate employees’ work enthusiasm? According to the research questions and past related research results, the author first screened out the independent variables related to this study that may affect job-hopping factors, namely. The relevant variables in the questionnaire were recoded and assigned, and all independent variables were standardized. Then the modelling was carried out. The data results showed that the model was scientific. (see Table 1)

Table 1 coding and descriptive statistics of job hopping willingness variables

| Job hopping willingness | Sex (%) | | | | | | |
|-------------------------|--------------------------|-------------------|------------------|---------------------|--------------|--------------|-------------------|
| | “1” = male | “2” = female | | | | | |
| nothing | 622 (54.56) | 1432 (55.25) | | | | | |
| Yes | 518 (45.44) | 1160 (44.75) | | | | | |
| total | 1140 | 2592 | | | | | |
| Job hopping willingness | Age (%) | | | | | | |
| | “1”=≤ 25 | “2”=26~30 | “3”=31~35 | “4”=36~45 | “5”=46~55 | “6”=56~60 | “7”=Older than 60 |
| nothing | 104 (47.27) | 354 (43.17) | 460 (52.57) | 723 (58.17) | 323 (69.31) | 71 (81.61) | 19 (90.48) |
| Yes | 116 (52.73) | 466 (56.83) | 415 (47.43) | 520 (41.83) | 143 (30.69) | 16 (18.39) | 2 (9.52) |
| total | 220 | 820 | 875 | 1243 | 466 | 87 | 21 |
| Job hopping willingness | Education background (%) | | | | | | |
| | “1” = junior high school | “2” = High School | “3” = specialist | “4” = undergraduate | “5” = Master | “6” = doctor | |

| | | | | | | |
|-------------------------|------------------------|-------------------------------|-----------------------|-------------------------------------|-------------------------------|-------------------------|
| nothing | 0 (0.00) | 1 (14.29) | 87 (51.18) | 968 (55.86) | 912 (54.38) | 86 (60.56) |
| Yes | 3 (100.00) | 6 (85.71) | 83 (48.82) | 765 (44.14) | 765 (45.62) | 56 (39.44) |
| total | 3 | 7 | 170 | 1733 | 1677 | 142 |
| Job hopping willingness | Working years (%) | | | | | |
| | “1”= ≤ 5 years | | “2”=6~10 | “3”=11~20 | “4”=21~30 | “5”=More than 30 years |
| nothing | 632 (48.13) | | 496 (52.88) | 642 (58.68) | 222 (71.15) | 62 (82.67) |
| Yes | 681 (51.87) | | 442 (47.12) | 452 (41.32) | 90 (28.85) | 13 (17.33) |
| total | 1313 | | 938 | 1094 | 312 | 75 |
| Job hopping willingness | Professional title (%) | | | | | |
| | “1” = none | “2”=Junior professional title | | “3”=Intermediate professional title | | “4”=Deputy senior title |
| | | | | | “5”=Senior professional title | |
| nothing | 449 (47.61) | 155 (48.29) | | 893 (54.55) | | 131 (77.06) |
| Yes | 494 (52.39) | 166 (51.71) | | 744 (45.45) | | 39 (22.94) |
| total | 943 | 321 | | 1637 | | 170 |
| Job hopping willingness | Position series (%) | | | | | |
| | “1” = administration | | “2” = content editing | | “3” = marketing issue | |
| | | | | | “4” = Technical Service | |
| nothing | 324 (64.93) | | 1632 (53.53) | | 69 (55.20) | |
| Yes | 175 (35.07) | | 1417 (46.47) | | 56 (44.80) | |
| total | 499 | | 3049 | | 125 | |
| | | | | | 59 | |

2. Research methods

This paper uses SPSS to carry out binary logistic regression analysis on several selected factors influencing publishers’ job-hopping intention, finds out the factors that have a significant influence on job-hopping intention, and then establishes a regression model to analyze and explain the relationship between independent variables and dependent variables. In addition, the binary logistic regression model established in this paper can predict the job-hopping intention of the sample individuals.

3 Analysis of influencing factors

1. Data results of the research model

The model calculates 12 factors that significantly impact job-hopping intention. We substitute the b value of relevant variables into the binary logistic regression model of publishers’ job hopping intention to obtain the binary logistic regression model. According to the model, the probability p of job hopping intention of each person who fills in the questionnaire sample can be calculated. If the probability p 值 >0.5, then the sample is willing to change jobs; Otherwise, this sample has no intention of job hopping.

2. Analysis of independent variables in the equation

According to the significance limit threshold, the 12 independent variables that enter the binary logistic regression model have significant effects on the dependent variables. The important degree from strong to weak is: work attitude > age > career satisfaction > salary and welfare satisfaction > relationship with direct superior > professional title > attendance satisfaction > gender > career planning > total annual income > relationship with colleagues > work pressure. To ensure the optimization of the model, a few factors with low importance or high correlation with other independent variables were selected. We selected factors to explain the results of the regression model for example:

Gender factor: exp (b) corresponding to gender =0.873, that is, the proportion of men and women who are willing to change jobs is 1:0.873. That is, under the same conditions, the probability of men willing to change jobs is 1.15 times that of women.

Age factor: the corresponding exp (b) =0.743. It can be understood that the probability that the sample of the next age group has the intention to change jobs is 0.743 of the previous age group. With the increase of age, the probability of sample job hopping intention weakening is 0.743 of publishers in the upper age group.

Professional Title Factor: the professional title is also negatively correlated with job hopping intention (b = -0.152). With the promotion of professional titles, publishers’ job-hopping intention weakens. For each level, job hopping intention weakens to the original 0.859 (or = exp (b) = 0.859).

Work attitude factor: “your current attitude towards this job” (like - don’t like) is positively correlated with job hopping intention. The corresponding b=.513, exp (b) =1.67 of work attitude, the b value of work attitude is the largest in the regression equation, which can be understood as that the job-hopping willingness increases to 1.67 times the original level for every change in attitude.

3. Analysis of independent variables without entering the equation

Variables that are not included in the regression equation include education background, working years, job series, overtime hours in a week, travel days in a year, current workload feeling and career prospect estimation. The significance test coefficients of these seven variables are greater than 0.05, which shows that these seven variables have no significant effect on the dependent variable.

4 Research findings and suggestions

1. The influence of subjective perception factors such as work attitude and job satisfaction on job hopping intention

Subjective perception is the most important factor affecting job hopping intention. The clearer the career planning, the better the relationship with superiors and colleagues, the higher the satisfaction with the career survival status, the satisfaction with the existing attendance system, and the satisfaction with the company's salary and welfare, the lower the probability of job hopping intention, and the work attitude is the strongest influencing factor among all factors. In terms of interpersonal relationships, the relationship with direct superiors can affect the job-hopping intention of publishing practitioners more than that of colleagues.

2. The influence of objective institutional factors such as salary and workload on job hopping intention

The study found that, as expected, the more salary, the higher the welfare satisfaction, and the lower job hopping intention. But compared with the amount of salary income, the satisfaction of salary and welfare can affect the job hopping intention more. However, "your satisfaction with the existing attendance system" shows a significant negative correlation in the model analysis, that is, employees with higher satisfaction with attendance have lower job hopping willingness.

3. Influence of individual characteristics of different practitioners on job hopping intention

The study found that publishers' job hopping intention is more individual characteristic behaviour than group characteristic behaviour. Gender differences have a significant impact on job-hopping intention. Compared with women, men are more likely to have job hopping intentions. Job hopping intention was negatively correlated with age and professional title. However, whether the educational level, length of working years, and the path of future career planning are clear, and whether career planning focuses on business or management? These individual differences have no significant effect on job-hopping intention.

4. Study the problems to be improved

Based on the full and accurate survey data and sufficient quantitative analysis, this paper reveals the main factors affecting the job hopping of publishing practitioners. The sample of northern China in this study is large, with nearly 35% of practitioners from Beijing, 56.40% from publishing houses, and 81.70% engaged in content editing, so the sample is not a systematic sample, The regression results can generally represent the situation of the domestic publishing industry, but can not represent the standard situation of the national publishing industry. At the same time, in the regression model, to ensure the goodness of the model, the regression coefficients of some variables are sacrificed, and the reasons for the positive and negative differences between the regression coefficient and the correlation coefficient still need further verification and discussion. Finally, the data is not specially customized for this study, and independent variables can only be extracted according to the original variables, which has certain limitations in the variable setting. The above shortcomings need to be further improved in future research.

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