Vol.5 Iss.3 2024 Economics & Management Review
https://doi.org/10.37420/j.emr.2024.039

The impact of technology consumption on employment driven by high-quality development

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Abstract:
In the context of the current global economic transformation and high-quality development, technology consumption, as an important part of new productivity, has a significant impact on the labor market and employment structure. Especially in China, with the continuous promotion of national policies on technological innovation and consumption upgrading, technological consumption has not only changed the traditional consumption mode, but also profoundly affected the dynamics and characteristics of the employment market. In this context, this paper will take the employment structure and quality affected by science and technology consumption driven by high-quality development as the research object, and conduct in-depth research from three aspects : theoretical basis and literature review, current situation and endogenous dynamic analysis, and employment innovation strategy implementation research, aiming to provide relevant policy recommendations and new ideas for promoting high-quality employment of China 's labor force.

Keywords:
high-quality development ; technology consumption ; labour employment

1. Introduction

The in-depth development of globalization and informatization has greatly accelerated the speed of technological innovation and dissemination. Rapid advances in information technology, the Internet, artificial intelligence and other fields have not only changed production methods and business models, but also reshaped consumer behavior and market structure. The types and quantities of technology consumer goods have exploded, and consumers ' demand for high-tech products and services is increasing. Internationally, the international financial market is fiercely competitive. The economic sanctions, trade policies and barriers imposed by the United States on China have an impact on the circulation of scientific and technological consumer goods. On the other hand, the geopolitical crisis continues to increase, the Russian-Ukrainian war and the Israeli-Palestinian conflict have brought shocks to the world economy and trade, increasing the uncertainty of China 's economic development ; domestically, China 's economy is undergoing a transformation from high-speed growth to high-quality development. It is facing the influence of structural, cyclical, institutional and other factors. The transformation of economic structure is imminent. During this period, the Chinese gov-

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ernment actively promoted the supply-side structural reform, and its core goal was to reduce excess capacity, solve the problem of " zombie enterprises, " and improve the innovation ability of the industry, so as to optimize the economic structure. At the same time, the rising proportion of service industry in China 's economy has become a new engine of growth. The government actively promotes industrial upgrading, especially in high-tech industries, digital economy and green economy, in order to adapt to global economic changes and domestic development needs.

In this situation, consumers are increasingly inclined to pursue intelligent, personalized and high-quality products and services. This trend of technology consumption is reshaping the market pattern and economic form, and has become an important direction of strategic research. On the one hand, the vigorous development of the emerging technology industry and the digital economy has created a large number of new jobs, such as data analysts, artificial intelligence engineers, e-commerce operations, etc. ; on the other hand, traditional industries are facing the pressure of transformation and upgrading due to technological innovation. Some jobs may be eliminated due to automation and intelligence, and the employment situation is grim. Therefore, this paper aims to explore the impact of science and technology consumption on employment structure and quality driven by high-quality development, and put forward corresponding countermeasures and suggestions on the basis of analyzing its mechanism and path, so as to provide new suggestions and ideas for high-quality employment of labor force in China.

2.Literature review

2.1. Research on high-quality development

The core of high-quality development lies in improving total factor productivity, optimizing economic structure and enhancing innovation ability. It is related to the national economy and people 's livelihood and the key to realizing the great rejuvenation of the Chinese nation. In recent years, the academic community has conducted comprehensive and in-depth research on the connotation characteristics, realistic paths and influencing factors of high-quality development, and has achieved rich research results.

At the theoretical level, researchers are committed to exploring the connotation and characteristics of high-quality development. In terms of the connotation of high-quality development, most studies explain the connotation of high-quality development from the macro, meso and micro aspects. At the macro level, in economic theory, Wang Xuefeng (2020) and Cao Zhaole (2020) believe that the connotation of high-quality development includes four aspects : economic efficiency, economic coordination, stable growth and innovation-driven. Wu Yuxing and Wu Hongluo expounded the theoretical basis of high-quality economic development from three aspects : human resources, productivity level and the dynamics of basic social contradictions, indicating that its core is economic transformation to meet people 's growing needs. At the meso level, Yu Jiantuo (2024) pointed out that high-quality development is in line with the development of new development concepts and is the underlying logic of China 's development in the new era in the discussion that the mutual achievements of China 's high-quality development and global sustainable development show its core. He also emphasized the new development concept of innovation, coordination, green, openness and sharing, and believed that the proposal of these five keywords originated from the practice of China 's economic and social

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development at the beginning of this century, especially since the 18 th National Congress, based on China 's major challenges to development and future trends. Some scholars also explain the definition of high-quality development from a micro perspective. Liang Dandan believes that high-quality development is reflected in the management level of enterprises, which means that enterprises pay attention to innovation, efficiency, efficiency, quality and risk management while pursuing economic benefits, so as to achieve sustainable, stable and healthy development. Yu Simeng also emphasizes the transformation and upgrading within the enterprise to cope with the risks and opportunities brought by high-quality development. The definition of high-quality development in the existing literature is shown in Table 1.

Table 1 The existing literature defines high-quality development

Research Perspectives	Representative Research	Definitions
Macro (economic)	Wang Xuefeng and Cao Zhaole Wu Yuxing and Wu Hongluo (2021)	defined high-quality development as systematically creating development advantages to meet people 's growing demand for a better life in a variety of sustainable and effective ways. It includes four aspects : economic efficiency, economic coordination, stable growth and innovation-driven, which are mainly manifested in the stability of growth and the balance of development.
Middle view （industry）	Li Yuanyang ; chen Jiaqi ; gao Kuiting ; jiang Quanhu (2024)	High-quality economic growth is a development model that takes into account socio-economic, energy and environmental protection issues as a whole, and regards clean growth, efficiency improvement and rational development as the main considerations for improving the efficiency of economic operation. It is a necessary choice for the industry to achieve sustainable development.
Microscopic (Enterprise)	Liang Dandan (2022) Yu Simeng (2024)	High-quality development is reflected in the business level of the enterprise. It is a way and path to continuously maintain its reliability, innovation and far-reaching influence in order to ensure the long-term success of the enterprise.

Source : The author based on the relevant literature.

From a comprehensive perspective, high-quality development is an important goal of China 's economic development in the new era. Its connotation is rich and multi-dimensional, covering macro-level factors such as economic efficiency, coordination, stable growth and innovation-driven, while emphasizing the dynamic adjustment of human resources, productivity and social basic contradictions. In addition, it also reflects the development in line with the new development concept, emphasizing innovation, coordination, green, openness and sharing, as well as the micro-level elements that enterprises focus on improving innovation, efficiency, efficiency, quality and risk management while pursuing economic benefits, so as to achieve sustainable, stable and healthy development.

At the same time, scholars have also conducted a lot of research on the influencing factors and achieved rich conclusions. At the macro level, Ding Shouhai and Xu Zheng (2021) believe that the fluctuation of the external environment makes it difficult for China 's traditional economic growth model driven by foreign

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trade and investment to continue. Wu Chuanqing and Deng Mingliang used total factor productivity to represent high-quality economic development, discussed the impact of opening up on high-quality development innovation, and pointed out the impact of external environment on technological innovation to enhance green total factor productivity. At the meso level, Yuan Xiaoling (2024) found in the study of high-quality economic development that the optimization of all aspects of the five development concepts and the improvement of economic structure, development mode and efficiency are important basis for high-quality economic development. Li Dong and Shenyang (2024) believed that the revolutionary breakthrough of technology and the innovative allocation of production factors are the key to promoting the high-quality development of the industry. Continuous R & D investment can promote the formation of new productivity and promote the transformation of the industry to a more efficient and greener direction. At the micro level, Guo Shufen and Guo Jinhua (2019) also used total factor productivity to represent high-quality economic development, and discussed the impact of scientific and technological talents on high-quality economic development. The empirical results show that human capital significantly promotes high-quality economic development. Zhang Zhongjun, Guo Xiaoxu, Zhang Xiling and Li Bin. (2021) used the SYS-GMM model (a generalized moment estimation method for solving panel data or models with endogenous problems) and the PVAR model (a statistical model for panel data analysis, which can study the dynamic correlation between variables while controlling unobservable individual heterogeneity). It is found that the optimization of human capital structure and the increase of financial industry agglomeration have a significant positive impact on economic growth, as shown in Table 2.

Table 2 Research on the influencing factors of high-quality development

Research Perspectives	Representative Research	Definitions
Middle view （industry）	Ding Shouhai and Xu Zheng (2021) Wu Chuanqing and Deng Mingliang (2021)	The external environment is an important basis for affecting high-quality economic development. It covers a range of macro and micro factors, including the international political and economic situation, global market dynamics, international trade rules, foreign direct investment, technology transfer, international capital flows, international cooperation and competition. These factors together constitute a complex external environment system, which has a profound impact on the country 's economic development strategy, industrial policy, business decision-making and consumer behavior.
Middle view （industry）	Yuan Xiaoling (2024) Li Dong and Shenyang (2024)	The five development concepts-innovation, coordination, openness, innovation, sharing, optimization of economic structure, development mode and efficiency improvement are important factors affecting high-quality economic development. Among them, innovative ideas and technological upgrading are the key factors to achieve high-quality economic development. Technological innovation can not only improve production efficiency, but also promote the development of new industries and new formats, providing new momentum for economic growth.

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Microscopic (Enterprise)	Guo Shufen and Guo Jinhua (2019) Zhang Zhongjun, Guo Xiaoxu, Zhang Xiling and Li Bin. (2021)	Scientific and technological talents are the core driving force to promote high-quality development. Through innovation and technological progress, production efficiency and product quality can be directly improved, thus promoting economic growth. The optimization of human capital structure means increasing the proportion of professional human capital, which helps to complete technological imitation and innovation, promote the upgrading of economic structure, and then have a positive effect on economic growth.

Source : The author based on the relevant literature.

In terms of practical paths, scholars mainly describe from the perspective of new development concepts. First of all, He Lifeng (2022) systematically explained that high-quality development is the primary task of building a modern socialist country in an all-round way, and emphasized the close relationship between high-quality development and new development concepts. While Zhang Shouwen and Tang Guliang (2021) studied the construction of ' developmental rule of law ' from the perspective of new development pattern, and discussed the role of rule of law guarantee in high-quality development. In implementing the concept of innovation and development, Zhan Xinyu and Miao Zhenzi (2020) studied the significant impact of technological innovation on the quality of economic growth, and pointed out that technological innovation is the core driving force to promote high-quality economic development. Li Zilian (2021) analyzes the role of technological innovation in improving the output rate of production factors and resource utilization efficiency, as well as its importance in promoting industrial upgrading. In addition, Zhao Dan (2023) pointed out that scientific research and technological development follow its inherent long-term and continuous laws and characteristics. In order to comply with the internal logic of science and technology and plan the development of science and technology from a long-term perspective, we must constantly improve the ability of science and technology infrastructure and improve the ability of high-level science and technology independent innovation to cope with foreign science and technology monopoly.

2.2. Research on technology consumption

2.2.1Research on consumer economy

As an important branch of economics, consumer economy focuses on the regularity of consumer behavior, the impact of consumption on the overall economic system and the operation mechanism of the consumer market. In the context of the current new normal of China 's economy, the consumer economy is particularly important. On the one hand, consumption, as one of the three engines driving economic growth, plays an irreplaceable role in promoting high-quality economic development. On the other hand, with the rapid development of science and technology and the popularity of the Internet, consumer behavior and consumer market are undergoing profound changes, which undoubtedly brings new challenges and opportunities for the study of consumer economy.

Driven by scientific and technological progress, consumers ' shopping methods have been greatly changed, and the boundaries of consumption have also been broadened. The application of emerging technologies such as digital technology, artificial intelligence, and the Internet of Things in the field of consumption has not

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only greatly improved the consumer experience, but also spawned new consumer demand and markets. In this context, the rapid rise of technology consumption has become a major component of the consumer economy and an important engine to promote China 's economic growth.

2.2.2Technology consumption

Scholars are committed to studying the connotation and classification of science and technology consumption in theory, and have achieved rich results. With the rapid development of information technology and electronic products in the 20 th century, technology consumption has become a significant social phenomenon, but there is no clear social definition. American scholar Daniel Bell believes that the emergence of mass consumption is due to the technological revolution, especially the large-scale use of electrical appliances. French scholar Jean Baudrillard put forward the concept of " consumer society " in the book of " consumer society, " and made a sociological analysis of the consumption phenomenon in western society, which involves the new consumption phenomenon and consumption concept under the development of high technology. These studies show that the concept of science and technology consumption is the result of multidisciplinary scholars ' discussion and construction, rather than a single scholar. Finally, the views of scholars bring together a unified concept. Technology consumption refers to the economic activities carried out by consumers in the process of using technology products and services in daily life and work. This concept includes not only the purchase of personal electronic devices such as smart phones and tablets by individual consumers, but also the use of enterprise-level technical services such as cloud computing and big data processing by enterprise users. The connotation of technology consumption is rich and diverse, covering a wide range of fields from hardware to software, from consumer electronics to digital content (Zhang, 2024), as shown in Table 3.

Table 3 Classification of science and technology consumption

Classification	Definition
Intelligent hardware consumption	It refers to the purchase and use of hardware devices with intelligent functions by consumers, such as smart home devices, wearable devices, etc. Such products usually combine advanced sensor technology, artificial intelligence algorithms, etc., to provide users with a more convenient and efficient life experience.
Software and Service Consumption	It focuses on the software products and related services purchased and used by consumers, including operating systems, application software, online services, etc. In the wave of digital transformation, software and service consumption has become an indispensable part of enterprises and individuals. Whether it is enterprise-class marketing software or online education platform for personal use, it belongs to this category of consumption.
Digital content consumption	It refers to the behavior of consumers to buy and enjoy digital content, including e-books, digital music, online games and so on. With the improvement of copyright protection awareness and the advancement of digital technology, the digital content consumer market is booming.

Source : The author based on the relevant literature.

To sum up, science and technology consumption is a dynamic development field. It not only reflects the

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dependence of modern society on science and technology products and services, but also shows the far-reaching impact of scientific and technological progress on consumption patterns and economic structure. Technology consumption is characterized by its rapid change and innovation-driven nature. With the rapid development of science and technology, new products and services are constantly emerging, and consumer demand and consumption patterns are also evolving. Technology consumption usually has high added value, reflecting consumers ' pursuit of personalized, convenient and intelligent products. In addition, technology consumption also has strong timeliness, and the upgrading of new technologies often quickly affects consumers ' purchase decisions. Thanks to continuous technological innovation and the growing diversified needs of consumers, the technology consumer market is experiencing continuous growth and expansion, the market size is steadily rising, and the growth rate is showing a significant growth trend. With the continuous progress of science and technology, technology consumption will continue to play an important role in promoting economic growth and social development.

2.3.Research on labor employment

2.3.1Definition of labor employment

The issue of labor employment is crucial. Employment is the foundation of people 's livelihood. If it cannot be successfully resolved, it will have a negative impact on all aspects of society (Sofyardi, 2020). Finding an appropriate balance between labor growth and employment opportunities and maintaining a stable employment in a country is a key challenge in the development process. Labor force employment refers to the social labor with certain labor remuneration or operating income that workers with labor ability voluntarily engage in within the legal working age. There are three main ways of employment : the labor department introduces employment, organizes employment and self-employment. These three ways develop together in China 's employment market, providing workers with diversified employment options. The introduction of employment by the labor department refers to the establishment of a bridge between job seekers and employers through the national labor department and its subordinate employment service agencies to achieve the employment of workers. The advantage of this method is to provide a lot of employment information for job seekers, improve employment efficiency, and help the matching between workers and employers, so that the rational allocation of labor resources ; organizing Employment is to provide jobs for workers through various social organizations, such as enterprises and institutions, social organizations, private non-enterprise units, etc. The advantage of this method is that it can give full play to the advantages of social organizations, provide stable jobs for workers, and help promote the development and growth of social organizations ; self-employment is biased towards workers to start their own businesses or engage in self-employment to achieve self-employment. This approach is conducive to stimulating the innovative spirit and entrepreneurial awareness of workers, promoting economic growth and employment, and helping to improve the self-worth and sense of achievement of workers.

2.3.2Factors affecting the employment of labor force

The theory of labor employment is an important theory in economics to study the operation mechanism of labor market, the phenomenon of employment and unemployment and its causes. These theories are of great significance for understanding the dynamics of the labor market, formulating employment policies, and pro-

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moting economic growth and social stability. The research shows that the study of labor employment theory involves many aspects, including the relationship between economic growth and labor employment, the interaction between industrial structure and labor employment, the relationship between population and labor employment, labor market and employment theory. Researchers also explore the influencing factors of labor employment from this theory, among which the macro level, meso level and micro level are the main research aspects.

Macro aspect : The relationship between economic growth and labor employment has always been a topic of interest for various studies. (Zhang, 2020) discussed the impact of the sharing economy on employment, highlighting its impact on China 's macro employment situation. She also emphasized the importance of reconstructing the labor relations of employees on the Internet platform through the study of the definition of labor relations. Song et al. (2020) extended Acemoglu 's partial technological progress theory to measure environmental partial technological progress and its impact on employment demand. Dogru et al. (2020) studied the impact of hotel investment on job creation in the tourism, leisure and hospitality industries, and found that mid-scale hotels contribute the most to overall employment. Dubravskaya (2020) used cluster analysis to classify Russian regions based on informal employment and socio-economic development indicators. Mason (2021) explored the impact of automation on racial and gender employment density, focusing on the relationship between technological change and career change.

From the meso perspective, Chen and Li (2008) discussed the relationship between industrial structure adjustment and employment structure coordination, including the impact of industrial structure adjustment on labor allocation, the relationship between industrial structure adjustment and unemployment, and the research on industrial transfer and labor transfer. This shows that Chen Xiqiang focuses on optimizing the employment structure through industrial restructuring, thereby improving the quality and efficiency of labor employment and promoting the healthy development of the economy. In addition, Chen Xiqiang 's research also involves the improvement of labor quality and the matching of economic transformation. He realized that in the process of economic transformation, the transformation and improvement of labor quality is the key factor. Economic transformation requires the matching of labor structure and quality, but the current quality of the labor force can not meet the needs of the new situation, which makes the structural employment contradiction increasingly prominent. Liao Junnian 's doctoral dissertation analyzes the relationship between the upgrading of China 's industrial structure and the total employment and structure, as well as the impact of labor factors on the upgrading of industrial structure. He highlighted the current challenges faced by college students ' employment, including the impact of traditional employment concepts, the pressure brought by labor market changes, and the impact of the digital economy on employment patterns. Taking the transformation of industrial structure as the starting point, Zhang Wei (2021) analyzed the relationship between population aging and labor skill structure in China by using data. The research results show that when the population aging reaches a certain level, it will promote the upgrading of labor employment skill structure in the eastern region and the whole country.

On the micro level, the relationship between enterprises and labor employment is a multi-dimensional economic phenomenon, involving multiple micro-economic factors such as supply and demand balance, technological innovation, and market competition. At the micro level, the business strategy, technology adoption,

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organizational structure adjustment and human resource management will directly affect the employment opportunities, employment quality and employment structure of the labor force. The business strategy of an enterprise, including expansion, contraction, diversification or specialization, will affect its demand for labor. (Cui, 2014) Technological innovation is a key factor in promoting changes in the labor market. (Zhang, 2024) It can replace some labor force by improving production efficiency, and can also create new employment opportunities and occupational categories. The organizational structure adjustment of enterprises, such as flat management and project work, will affect the employment stability and career development path of labor force. Flexible working arrangements and remote working models may provide more employment flexibility to attract and retain talent. In addition, the company 's human resource management practices, including recruitment, training, performance evaluation and pay and benefits policies, have a direct impact on employee job satisfaction and productivity. Effective human resource management can improve employee loyalty and retention rates, thereby stabilizing the labor market.

2.4.Research on the impact of technology consumption on labor employment

The evolution of science and technology consumption has a profound impact on the labor market, which is mainly reflected in the reshaping of employment structure, the improvement of employment quality and the creation of new employment opportunities.

In terms of employment structure, in the era of digital economy, the wide application and gradual popularization of digital technology are profoundly changing the way of production and service, thus significantly improving social production efficiency and labor productivity. This change has promoted the transformation and upgrading of the labor structure. (Shen Mengyu ; xu Hang ; with the transformation and upgrading of industrial structure, the employment structure is also changing. In the digital age, the role of science and technology consumption is increasing, and the demand for professional talents and highly skilled talents is increasing, which forces workers to learn digital technology and quickly improve their digital skills and overall quality. This increase in demand is the driving force for the transformation of the labor structure, and it is also an important factor in improving social productivity. (Li, 2024)

In terms of improving the quality of employment, science and technology consumption has brought higher quality employment opportunities to the labor market mainly by improving production efficiency and promoting innovation, and has promoted the employment environment, labor rights, labor remuneration and employability dimensions of employment quality (Fan Yuying and Zheng Haotian, 2024). With the increasing demand for technical professionals, these talents are usually able to enjoy better working conditions, higher salaries and broader career development space.

In terms of the creation of new employment opportunities, the progress of technology consumption, especially the development of artificial intelligence, big data and cloud computing, has spawned a large number of new professional roles. The application of these technologies not only improves work efficiency, but also creates high-paying jobs such as data analysts, machine learning engineers, and cybersecurity experts. The flexible and diverse employment methods are in line with the contemporary youth 's pursuit of free, flexible and diverse work and life styles, which will promote the development of work methods towards flexible and mixed office models, thus breaking the boundaries of work and life and learning and promoting the formation

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of new labor relations and lifestyles. ' said Zheng Jinlian.

In summary, the impact of technology consumption on the labor market is multifaceted. It not only changes the structure of employment, but also improves the quality of employment and brings new growth points to the labor market. These changes require the workforce to constantly update their knowledge and skills to adapt to the rapidly changing employment environment. At the same time, policymakers and educational institutions need to respond to these changes and prepare the workforce for future challenges through appropriate education and training programs.

2.5. Research Review

High-quality development is an important goal of China 's economic development at present, and the driving force and supporting force of new quality productivity on economic development have been demonstrated in practice.

Through the above literature, it can be seen that the existing literature has achieved rich research results. High-quality development is an important goal of China 's economic development at present, and the driving force and supporting force of new quality productivity on economic development have been demonstrated in practice. However, the research still has the following shortcomings : First, the supplement of research perspective. This paper has less exploration of new perspectives. On the basis of existing research, it can be considered to supplement the research from a new theoretical framework or interdisciplinary perspective. For example, the latest theoretical developments can be introduced, or the theories and methods of other disciplines such as social sciences and natural sciences can be applied to research to provide new explanations and understandings. Second, the supplement and innovation of research content. This paper focuses on the analysis from the perspective of definition and influencing factors, and fails to conduct comprehensive and in-depth research, with a small coverage. Discussions on the mechanism of action and the path of realization should be added. Third, in terms of research methods, it relies on the theoretical analysis of the literature, lacks the analysis of the practice path and data, and can be achieved by adopting new experimental design, data analysis technology or statistical methods. Therefore, this study aims to explore the impact of technology consumption on employment driven by high-quality development, so as to provide relevant policy recommendations and new ideas for promoting the high-quality employment of China 's labor force.

At the same time, the consumer economy also plays an important role in achieving high-quality development. Consumption is an important driving force for economic growth and is of great significance for achieving high-quality development. The literature research of consumption economy analyzes the characteristics of consumption behavior, the change of consumption structure and the influence of consumption on employment, investment and industrial upgrading. However, there are still some shortcomings and aspects that can be further expanded in the existing research. First of all, when analyzing the role of new productivity in promoting high-quality development, the existing literature emphasizes the importance of innovation and technological progress, but the research on the mechanism and path of how technology consumption specifically affects employment is not deep enough. Secondly, although the research on the impact of consumption economy on employment points out the impact of consumption behavior and structural changes on employment, the research on how to promote the optimization of employment structure and the improvement of

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labor quality through science and technology consumption is still insufficient. Finally, although the study of labor employment has focused on the impact of economic growth on the labor market, the research on how to achieve effective adjustment of the labor market and high-quality employment through the development of technology consumption and new productivity needs to be further strengthened.

3.Analysis of the current situation and endogenous motivation of the impact of science and technology consumption on employment driven by high-quality development

3.1.Analysis of the status quo of technology consumption and the motivation behind it.

3.1.1Market situation

The technology consumer market is showing a vigorous development trend, the market scale continues to expand, and the growth rate continues to rise. According to the statistics of the State Council, the retail sales volume of China 's science and technology consumer electronics market will reach 2.2 trillion yuan in 2023, and it is expected to grow further to 2.3 trillion yuan in 2024, with a year-on-year growth rate of 5 %. Behind this trend, it is mainly due to the strong demand of young people, middle and high income groups and users with high acceptance of new technologies. These consumer groups are increasingly interested in science and technology products, and their needs are increasingly diversified, thus promoting the continuous subdivision of the technology consumer market and product innovation.

Specifically, the rapid growth of the technology consumer market is reflected in many aspects. First, the expansion of market size. With the popularity of technology products and consumers ' pursuit of high-tech lifestyles, the overall size of the technology consumer market has increased year by year, showing a strong momentum of growth. Second, the growth rate continues to rise. In recent years, the growth rate of the technology consumer market has remained at a high level. In the second half of 2023, the year-on-year growth rate of retail sales in the technology consumer goods market even reached about 11 %. This growth rate will increase the year-on-year growth rate of the industry to 4 %, indicating the development potential and vitality of the market.

In the technology consumer market, different consumer groups show different demand characteristics. As the main force of technology consumption, young people have natural sensitivity and strong interest in emerging technology products, and pursue fashion, trend and personalized consumption experience. The middle and high income groups pay more attention to the quality and performance of technology products, and are willing to pay higher prices for high-end technology products. Users who have a high degree of acceptance of new technologies are often early adopters of technology products, and maintain a high degree of attention and willingness to use emerging technologies. These diversified consumer demands have brought rich development opportunities for the technology consumer market. On the one hand, with the deepening of market segmentation, various types of technology products have emerged to meet the specific needs of different consumer groups. On the other hand, product innovation is endless, and technology companies continue to make breakthroughs in technology research and development and product design, bringing consumers more

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unprecedented technological experiences. With the rapid development of science and technology consumer market, it also shows great development potential and diversity. With the continuous growth of consumer demand for technology products and the increasingly fierce market competition, the technology consumer market is expected to continue to maintain a strong growth momentum in the future and become an important force to promote economic development.

3.1.2Development trend

The field of technology consumption will continue to maintain its rapid growth, which is mainly due to the continuous breakthroughs and applications of cutting-edge technologies such as 5G, artificial intelligence, and the Internet of Things. These technological innovations not only bring higher intelligence and convenience to technology products, but also provide consumers with more diverse choices and experiences.

In terms of intelligent hardware, with the wide coverage of 5G networks and the realization of high-speed transmission capabilities, intelligent hardware devices will be able to achieve smoother data interaction and lower latency, thereby improving the user experience. At the same time, the integration of artificial intelligence technology will enable intelligent hardware to have stronger autonomous learning and decision-making capabilities to meet consumers ' needs for intelligent life. For example, the smart home system can conduct autonomous learning through the user 's daily behavior habits, intelligently adjust the home environment, and provide a more comfortable and convenient home experience.

In the field of software and services, personalization and customization will become the mainstream trend. With the help of big data and cloud computing technology, software and service providers can accurately analyze users ' consumption habits and preferences and provide users with more personalized services. In addition, with the popularity of the Internet of Things technology, the interconnection between various devices will become possible, and software and services will be able to seamlessly connect to provide users with one-stop solutions.

In terms of digital content consumption, its richness and diversity will be further improved. With the continuous development of virtual reality (VR), augmented reality (AR) and other technologies, digital content will be able to break the traditional static viewing mode and bring more immersive experience to users. At the same time, the improvement of copyright protection technology will also provide a more secure environment for digital content consumption and promote the healthy development of the digital content industry.

With the continuous upgrading and change of consumer demand, the technology consumer market will show more innovation and growth points. For example, in the field of health care, technology consumption will promote the development of new medical service models such as telemedicine and intelligent diagnosis. In the field of education, technology consumption will promote the popularization and application of online education, intelligent education hardware and other products. These emerging areas will bring a broader space for the development of the technology consumer market.

Science and technology consumption will continue to maintain a rapid growth trend in the future, and its development prospects are broad. The continuous innovation and upgrading of various types of technology products and services will meet the increasingly diverse needs of consumers and promote the continuous

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prosperity and development of the technology consumer market. At the same time, with the continuous advancement of technology and the expansion of application fields, technology consumption will also bring more opportunities and challenges to economic growth and the job market, see Figure 1.



Figure 1 China 's technology consumer electronics industry sales year-on-year growth vs.China 's retail sales year-on-year growth

Source: National Bureau of Statistics of China

3.2.Analysis of the current situation of labor employment and the motivation behind it

3.2.1Overview of the traditional job market

In the traditional job market, workers often communicate face-to-face with employers in specific locations such as the labor market, job fairs and industry-specific employment agencies to seek employment opportunities. This model dominates in areas such as manufacturing and services, and provides stable jobs for large numbers of workers. However, with the passage of time, this model gradually exposed some problems.

First of all, the employment structure is relatively single, mainly concentrated in several traditional industries, which leads to the rigidity of the labor market and the lack of diversity. This structural problem means that once an industry encounters difficulties, a large number of employees may face the risk of unemployment, because their skills and knowledge are mainly related to the industry.

Secondly, there are limited employment opportunities in the traditional job market. Due to slow or declining industry growth, the increase in new jobs has been limited, which makes it difficult for many people to find suitable jobs. Especially in some areas where the economy is underdeveloped or undergoing structural transformation, the lack of employment opportunities is even more serious.

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3.2.2Overview of the employment market in the new era

In the employment market in the new era, the employment of workers is deeply influenced by technological changes. The rapid development of automation, artificial intelligence, big data and other technologies is reshaping the employment structure. On the one hand, these technologies create new employment opportunities and bring new growth points. At the same time, technology consumption has promoted the trend of flexible employment and remote work, improved efficiency, and provided more opportunities for workers to choose independently. On the other hand, they also lead to the disappearance of some traditional jobs, such as repetitive work in the manufacturing industry and simple questions and answers in the customer service industry. In addition, technology consumption also brings challenges to skills upgrading and retraining, as well as concerns about data security and privacy protection.

3.3. The impact of technology consumption on employment structure.

The rapid development of science and technology consumption is profoundly affecting the pattern of the employment market. With the popularization and upgrading of scientific and technological products, more and more industries have begun to integrate with science and technology, which not only changes the traditional industry pattern, but also has a significant impact on the employment structure.

Technology consumption has spawned the development of emerging industries and brought new opportunities for the job market. The rapid development of intelligent hardware, software and services, digital content and other fields has not only created a large number of new jobs, but also provided a broader development space for practitioners. For example, emerging fields such as intelligent manufacturing, big data, and cloud computing have a strong demand for talents, providing rich career development opportunities for relevant practitioners. Technology consumption has also promoted cross-border integration and innovation, injecting new vitality into the job market. With the deep integration of technology and all walks of life, more and more industries have begun to intersect with technology, which provides practitioners with more career choices and transformation opportunities.

But at the same time, the rise of technology consumption has gradually reduced some traditional industry jobs. Taking the manufacturing industry as an example, with the wide application of intelligent and automation technology, some traditional manufacturing positions are replaced by machines, resulting in a decrease in employment opportunities for these positions. Similar situations also appear in other traditional industries, such as retail, logistics and so on.

3.4The impact of technology consumption on the quality of employment.

With the advancement of digital technology, production efficiency has been improved, economic growth and employment environment have been improved, and workers ' satisfaction with the employment environment has also increased. In the era of digital economy, job search, working methods and workplaces are more autonomous and flexible, which helps to balance work and family life.

The development of the digital economy has also affected the employability and wage level of workers. Technological progress promotes the improvement of productivity and increases the demand for high-skilled

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labor, thus raising the overall income level. Low-skilled workers can improve their skills, increase employment opportunities and increase labor remuneration through continuous learning. In addition, the development of digital economy has an important impact on labor relations. The new economic model has changed the traditional operation mode of employment, production and consumption activities, which has led to new changes in labor relations.

However, there are also challenges in the impact of science and technology consumption on the quality of employment, such as the large gap in the supply of digital talents and the insufficient protection of labor rights and interests of new business employment groups.

4.Problems and countermeasures of science and technology consumption promoting labor employment driven by high-quality development

In the current consumption economy of China, with the improvement of income level and the change of consumption concept, consumers ' demand for quality and personalization is increasing day by day, which promotes the upgrading of industrial structure and the improvement of product quality. However, at the same time, with the continuous development of the consumer economy, the industrial structure has been gradually optimized, the demand for labor has changed, education and training do not match the market demand, and more and more jobs have increased demand for high-value-added industries and high-skilled labor, resulting in the imbalance between supply and demand in the labor market.

Therefore, the impact of high-quality development on consumer economy and employment can be said to be contrary. Although it has brought about the optimization and innovation of the industry and the adjustment of the structure, it seems to screen out more high-quality talents, which is conducive to the development of the new employment economy, but in fact, it has a negative impact on employment. Many traditional labor forces have been eliminated, and human beings have gradually been replaced by artificial intelligence. The endogenous development momentum of the employment market with changing supply and demand structure is insufficient, and the market is sluggish, which is not conducive to long-term development.

Furthermore, the contradiction between supply and demand in the labor market remains prominent, and the supply of high-quality jobs is insufficient, leading to structural unemployment and human resource misallocation. At the same time, the efficiency of labor market allocation needs to be improved, the efficiency of personnel post matching is not high, and the phenomenon of labor shortage in industry and region is more common. In addition, although the development of new formats and new models has created new employment opportunities, relevant practitioners are facing problems such as insufficient social security and low employment stability. Therefore, in view of the above problems, how to promote the employment of labor force, I think we can think and explore from the following aspects :

4.1Strengthen the labor market regulation.

Strengthening the regulation of the labor market to promote the effective docking of labor supply and demand is a key strategy in the development of modern economy and society. One of the effective ways to achieve this goal is to build a comprehensive and efficient human resources market information platform,

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which can not only significantly improve the information transparency of the labor market, but also effectively reduce the information asymmetry between job seekers and recruiters, and promote the accurate matching between the two sides. Through real-time updating and displaying key data such as employment opportunities, job seekers ' skills and industry needs, the information platform provides market participants with a window into the dynamics of the labor market, so that job seekers can quickly find jobs that meet their skills and interests, while helping enterprises to accurately locate and attract the required talents. In order to further improve the efficiency and fairness of the labor market, it is also very important to formulate a reasonable wage guidance line and a labor price formation mechanism. By regularly publishing wage guidance lines for various industries and positions based on market research and data analysis, the government and industry associations can provide employers and employees with a reference framework to ensure that the wage level not only reflects the real value of the labor force, but also adapts to changes in market supply and demand. A reasonable wage guidance line helps to avoid excessive fluctuations in wage levels and maintain the stability of the labor market. It also provides a yardstick for job seekers to measure their own value and enhances the transparency and fairness of employment decisions. The improvement of labor price formation mechanism is the key to ensure the reasonable operation of labor market price. This mechanism should be based on the laws of the market, taking into account the supply and demand situation, skill level and labor productivity of the labor force, through collective bargaining, industry norms and other means to ensure that the wage level can not only encourage workers to improve their skills and efficiency, but also meet the needs of human cost control of enterprises, so as to achieve the optimal allocation of labor resources. In addition, the government can also guide the labor market price to a more reasonable and fair direction by formulating relevant policies, such as minimum wage standards, industry wage guidance policies, etc., to avoid economic and social problems caused by labor price distortions.

4.2The development of new forms of employment

The new employment form refers to a new mode of employment brought about by the new round of information technology revolution, especially the development of digital economy and platform economy. It is reflected in the flexibility of labor relations, the diversification of work content, the flexibility of work methods, the de-organization of work arrangements, and the Internet of entrepreneurial opportunities. It has become an important channel for absorbing employment.

By providing diversified employment opportunities and flexible working modes, new forms of employment effectively absorb a large number of labor force, especially for flexible employment, flexible work increasingly popular youth groups and other specific groups, such as women, the long-term unemployed, the disabled, etc., provides more career choices and employment opportunities. In addition, the new employment form also releases new employment needs, optimizes the employment structure, and improves the quality of employment by promoting the transformation and upgrading of traditional industries.

In order to support the development of new employment forms, the government has adopted a series of comprehensive measures. These measures aim to promote the steady growth of new employment forms, improve the working environment and social security of employees, and stimulate the innovation vitality of new employment forms. First of all, the government incorporates the supply and demand information of flexible jobs into the scope of public employment services by formulating policies specifically for new forms of em-

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ployment, and encourages pilot projects to improve the skills of new forms of employment. In addition, the government also improves the quality of public employment services through demonstration projects to support the development of new forms of employment. Secondly, the government is trying to improve the social security system for flexible employees, migrant workers and new employment forms, comprehensively cancel the household registration restrictions on insurance in the place of employment, and improve the transfer and continuation policy of social security relations. This helps to improve the social security level of employees in the new employment form.

4.3Strengthen the construction of digital infrastructure

Digital infrastructure directly promotes the creation of new jobs by promoting the rapid development of new industries, new formats and new models. These infrastructures include high-speed Internet, cloud computing services, big data analysis tools, and Internet of Things devices. They not only support the digital transformation of traditional industries, but also spawn a series of new digital economy fields.

First of all, digital infrastructure has led to a surge in the demand for technicians, who usually require higher professional knowledge and skills. At the same time, with the popularization of digital technology, many jobs that were originally strict with work experience and academic qualifications have become more open, lowering the employment threshold, thus providing more employment opportunities for the vast labor market.

Secondly, the construction and maintenance of digital infrastructure is itself a huge area of employment. For example, data center operations, network security experts, software development and maintenance engineers and other positions are directly related to digital infrastructure. In addition, with the expansion of the digital economy, the development of industries such as e-commerce, sharing economy, and platform economy has also spawned a large number of part-time jobs with flexible working hours.

Finally, digital infrastructure has also contributed to the emergence of new occupations. For example, with the rise of social media and online content creation, careers such as Internet marketers, content creators, and digital analysts have emerged. These professions often require practitioners with digital skills and innovative thinking to be able to adapt to the rapidly changing digital market.

5.Conclusion and Prospect

5.1. Research conclusion

This paper deeply discusses the relationship between science and technology consumption and employment in the context of high-quality development through theoretical review and combing relevant literature. It is concluded that the dynamic impact of technology consumption indirectly has a negative impact on the employment market. The relevant conclusions are as follows : First of all, the fast era of high-quality development has given birth to the proposal and development of new productivity, and the concept of innovation has been deeply rooted in the hearts of the people. Then in this development environment, the consumption of science and technology began to rise, and the number of enterprises and workers engaged in emerging industries increased, which led to the weakness of the traditional consumer market. Finally, some workers engaged in traditional industries may face employment difficulties due to slow updating of skills and knowledge. In

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particular, the middle and low-end people, they may face more challenges in the job market. This is because the rise of technology consumption has led to the development of emerging industries, and these emerging industries often require higher technical levels and professional skills.

In order to effectively cope with the challenges of the current employment market, this paper constructs a three-dimensional practice path of government, market and enterprise. At the government level, it is necessary to strengthen the construction of digital infrastructure, introduce and implement active employment policies, dynamically monitor traditional employment groups, and formulate corresponding measures to ensure the stability of the economic environment and provide a solid foundation for employment ; at the market level, we should maintain the fairness and transparency of the job market through effective labor adjustment mechanisms, and promote the balance of labor supply and demand ; at the enterprise level, it is necessary to pay attention to the changes in new employment patterns and actively adapt to new occupations to obtain more independent choices. The synergy of these three parties will provide strong support for the healthy development of the employment market and promote the improvement of employment quality and the overall progress of social economy.

5.2. The innovation of the paper

First of all, based on the economic environment, this paper analyzes the background and trend of high-quality development by reviewing and combing relevant literature, and clarifies the role of the background of high-quality development in promoting science and technology consumption, laying a foundation for subsequent research.

Then, this paper studies the connotation and influencing factors of science and technology consumption, points out its promotion effect on employment and the existing problems at the same time, and analyzes the relevant motivation, and concludes that science and technology consumption will eventually have a negative impact on employment and labor economy.

Finally, based on the above problems, combined with the analysis of the current situation, this paper puts forward the mechanism of the joint action of each main unit, and puts forward innovative schemes and strategies to solve the problem of China 's employment decline, which is conducive to the improvement of employment quality and the all-round development of social economy.

5.3. Future prospects

Although the conclusions of this paper provide valuable insights into the future prospects of China 's employment market, this paper also has certain limitations. First of all, the theoretical review and literature review of this paper are mainly based on the existing research results, which may not fully reflect the dynamic changes of the relationship between technology consumption and employment in the context of high-quality development. With the development of economy and society, new variables and factors may have an impact on the job market, which needs further research and discussion.

Secondly, the research object of this paper mainly focuses on the impact of technology consumption on the employment market, while other factors affecting the employment market are not fully considered. For

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example, changes in population structure, improvement of education level, development of new technologies such as artificial intelligence, etc., may have an important impact on the job market. The relationship between these factors and technology consumption and the interaction between them need to be further discussed in future research.

In addition, the empirical research part of this paper is mainly based on quantitative data, which may not fully reflect the complex employment market situation in reality. The employment market is a complex system involving many factors. The employment problems in reality often involve regional differences, industry characteristics, individual differences and other aspects. This paper can not cover all, thus weakening the persuasiveness of the research.

In view of the future, we need to consider the following aspects : First, the construction of a diversified employment system. In the future, we should focus on the integration and development of emerging industries and traditional industries, and promote the construction of a diversified employment system. The government can encourage enterprises to expand emerging industries, provide more jobs, support the transformation and upgrading of traditional industries, and create new employment opportunities for workers. In addition, new employment models such as flexible employment and remote work can be developed to meet the needs of different workers ; furthermore, the innovation of talent training and employment education. In order to meet the employment challenges in the context of high-quality development, it is necessary to strengthen the innovation of talent training and employment education. Schools and educational institutions should cooperate with enterprises to open more majors and courses related to emerging industries, improve students ' practical ability and innovative spirit, help workers improve their skills and achieve sustainable career development ; finally, the optimization of policy orientation and innovation layout. In the future, the Chinese government should continue to play its guiding role in the job market and promote the balanced development of the job market through precise policy guidance. This includes rational planning of emerging and traditional industries to ensure the integrity of the industrial chain and the balanced distribution of employment opportunities. In addition, the government should also increase support for innovation and entrepreneurship, encourage and support workers, especially young people, to devote themselves to entrepreneurial activities, and provide entrepreneurs with more successful opportunities through policy incentives, financial support, and entrepreneurship training. At the same time, the government should also pay attention to the structural changes in the job market and adjust employment policies in a timely manner to meet the development needs of different industries and regions.

With the continuous development of social economy and the high technology of employment, the employment problem will face more and more challenges and new opportunities. Therefore, we need to keep pace with the times, actively cultivate and innovate new paths for the sustainable development of the labor economy, achieve a more stable and prosperous job market in the future, and provide workers with a better employment environment and more development opportunities. At the same time, it is also necessary to constantly adjust and optimize the cooperation mode of government, market and enterprise to adapt to the new changes of economic and social development.

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