

Research on the Optimization of Employment-Oriented Reading Promotion Models in University Libraries

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Abstract: With the changes in higher education and the job market, university libraries play an increasingly important role in cultivating students' employability. The traditional reading promotion model in libraries primarily focuses on knowledge dissemination and cultural heritage. However, in the context of employment orientation, libraries need to adjust their service functions to help students improve their professional qualities and enhance their competitiveness in the job market. This study aims to explore an employment-oriented reading promotion model for university libraries and propose optimization strategies. First, by analyzing the current reading promotion models in university libraries and their integration with employment-oriented education, the study reveals existing shortcomings. Secondly, based on students' employment needs and university employment goals, an employment-centered reading promotion model optimization framework is proposed. This framework includes strategies such as optimizing reading resources, enriching employment-related activities, and strengthening university-enterprise cooperation, along with implementing pathways. Finally, through surveys and data analysis, the study verifies the effectiveness of the optimized model in enhancing students' employability. This research provides theoretical foundations and practical guidance for the transformation of university libraries in the new era.

1. Introduction

With the rapid development of higher education and the fierce competition in the job market, improving students' employability has become one of the key goals in education. In recent years, as employment situations change, students' employment qualifications are increasingly emphasized. University libraries, as important components of campus culture and academic resources, are undergoing a transformation from traditional knowledge dissemination and cultural heritage functions to supporting students' career development. While traditional library reading promotion activities have played a significant role in enhancing students' reading interest and cultural literacy, their content and form remain relatively simple and have yet to fully address students' career development needs. Particularly in the context of employment orientation, how university libraries can effectively use reading promotion activities to enhance students' employability has become a key issue in the development of university libraries today. This study aims to explore an employment-oriented reading promotion model for university libraries and propose optimization

strategies to help libraries better serve students' employment needs. By analyzing the current state and deficiencies of university library reading promotion models and combining them with the principles of employment-oriented education, this research introduces a new model framework. This framework not only focuses on improving students' cultural literacy and reading interest but also emphasizes how reading activities can enhance students' employability, helping them better prepare for their future careers. Through optimizing the existing model, this study hopes to provide theoretical foundations and practical guidance for the transformation of university libraries in the new era, promoting the diversification and specialization of library services. In this process, the study will conduct an in-depth analysis of current reading promotion activities in university libraries, explore their integration with employment orientation, and propose corresponding optimization strategies. By analyzing students' employment needs, library resource allocation, and the potential of university-enterprise cooperation, the aim is to create a practical and feasible optimization plan to support universities in improving students' employability. Ultimately, this research not only provides useful insights for the reform of university libraries but also offers new perspectives for academic research and practice in related fields[1].

2. Current Situation and Deficiencies of Reading Promotion in University Libraries

As important providers of academic resources, university libraries have long been responsible for knowledge dissemination and cultural education, especially in promoting student reading and enhancing their academic literacy. Currently, the reading promotion activities in university libraries primarily focus on increasing students' reading interest, promoting extracurricular reading, and offering a rich variety of books and resources. Libraries organize book salons, lectures, book recommendations, and reading months to stimulate students' enthusiasm for reading and help broaden their horizons and improve their comprehensive qualities. In addition, many university libraries also integrate reading promotion with academic courses, regularly conducting targeted academic reading promotion activities to assist students in achieving better results in academic research and knowledge accumulation. However, despite some achievements in reading promotion, the existing models still exhibit significant deficiencies[2]. Firstly, traditional reading promotion activities are relatively uniform in content and form, lacking in-depth connections with students' actual needs and interests. Most activities focus on classic literature, academic papers, and books in the humanities and social sciences. While this helps improve students' academic literacy, it has limited impact on students' career development and employability. Especially in the context of increasingly competitive job markets, students' demand for practical workplace skills is growing, yet library reading promotion activities have not effectively responded to this change. Secondly, current reading promotion activities in university libraries are largely focused on academic reading resources, with limited attention given to practical reading content related to students' career development. While some university libraries offer book recommendations on career planning, job-hunting skills, and industry trends, these activities lack sufficient organization and richness, failing to meet students' actual needs in the employment preparation process. Particularly for students in career-oriented fields such as engineering and business, library reading promotion activities often do not keep up with industry developments, creating a gap between resource provision and students' employment needs. Furthermore, current reading promotion activities in university libraries lack sufficient interactivity and personalized services. Most library reading activities remain at a "universal" level, lacking specific guidance and targeted services for students of different majors, grades, and career directions. Students often struggle to quickly identify the most helpful resources when faced with a large number of book recommendations, which negatively impacts the effectiveness of library reading activities. Especially during periods of high

employment pressure, students have an urgent need for targeted career planning and job preparation resources, but the response time and service quality from libraries still need significant improvement. In conclusion, although university libraries have made positive efforts in promoting student reading and cultivating academic interests, they are still falling short in meeting the growing employment needs of students. The current reading promotion model needs to be adjusted and optimized according to the demands of employment-oriented education to better prepare students for their future careers[3].

3. Conceptual Framework and Theoretical Foundation

3.1. The Concept of Reading Promotion and Its Application in Universities

Reading promotion generally refers to a series of organized activities and strategies designed to stimulate readers' interest in reading, improve their reading skills, and promote the dissemination and popularization of reading culture. The core goal is to cultivate reading habits, enhance reading enthusiasm, and guide readers to choose valuable and meaningful reading materials, thereby improving personal quality and knowledge levels. In practice, reading promotion goes beyond simply recommending books and lending services; it also includes offering educational support and cultural guidance through various activities, lectures, and salons. In universities, the significance of reading promotion is especially pronounced. First, as the core provider of knowledge and information resources, university libraries are responsible for guiding students' reading, promoting academic thinking, and enhancing their overall qualities. Through carefully planned reading promotion activities, libraries can help students broaden their perspectives, stimulate their reading interest, and deepen their understanding of specialized knowledge, thereby promoting academic development and personal growth[4]. University reading promotion is not limited to recommending academic books but also includes guiding students toward books on topics such as humanities and social sciences, classic literature, and social issues, thus meeting the diverse reading needs of students. In practice, university library reading promotion activities typically involve several aspects: rich and diverse book resources and recommendations, reading activities that foster cultural engagement, and the creation of an atmosphere for reading. Libraries offer customized reading recommendations based on different majors and disciplines, and they regularly update book lists to guide students in selecting appropriate reading materials. Activities such as book salons, lectures, and discussions enhance students' reading participation and interactivity, cultivating critical thinking and a sense of knowledge sharing. Additionally, personalized reading services can be provided to meet students' unique needs, such as recommending books related to career planning or job-hunting skills for graduates[5].

3.2. The Connotation and Objectives of Employment-Oriented Education

Employment-oriented education is designed to prepare students for their future careers by improving their employability and equipping them with skills that meet market demands. This educational approach focuses on optimizing teaching content, methods, and goals to ensure students develop not only knowledge but also professional qualities, innovative thinking, and practical abilities that are crucial in the workforce. The ultimate aim is to facilitate a smooth transition into the job market, aligning students' career aspirations with societal needs. A central feature of employment-oriented education is the cooperation between universities, industries, and various societal resources. Universities collaborate closely with businesses to stay informed about changing employment trends and market requirements, adjusting their curricula accordingly. This model places a strong emphasis on practical experience, encouraging students to engage in internships,

social practices, and project-based learning to enhance their employability[6].

The key aspects of employment-oriented education include the following: First, the cultivation of practical abilities is a priority. Students are encouraged to gain hands-on experience through internships, company visits, and collaborations on real-world projects. This approach helps students acquire relevant skills and prepares them to enter professional environments with confidence. Second, it focuses on enhancing students' professional qualities and comprehensive skills. In addition to specialized knowledge, students are trained in critical areas such as teamwork, communication, professional ethics, and innovation. These attributes help students adapt quickly to workplace dynamics and effectively tackle complex challenges. Moreover, employment-oriented education emphasizes the development of self-learning abilities and adaptability. As industries evolve rapidly, students are taught how to continue learning independently, ensuring they can adapt to future changes in the job market and sustain long-term career growth. Furthermore, the collaboration between academia and industry is crucial. By partnering with enterprises and research institutions, universities can align their programs with real-world job requirements, providing students with access to industry trends and enhancing the relevance of their education. The goals of employment-oriented education extend beyond immediate employment to long-term career development. It aims to improve students' competitiveness by offering career planning, skill training, and internships. In addition, it prepares students for lifelong learning and adaptability, ensuring they can thrive in a dynamic job market. Universities also foster stronger connections with society, ensuring their curricula are aligned with current market needs and enhancing their overall reputation. Finally, this model supports diverse career options, helping students choose career paths based on their interests, strengths, and emerging job trends. In summary, employment-oriented education integrates academic learning with career preparation, enabling students to develop the skills, knowledge, and attributes necessary to succeed in their careers. Universities must continuously adapt their teaching methods and content to ensure students are equipped for the ever-changing demands of the job market[7].

3.3. The Transformation of Library Functions: From Knowledge Dissemination to Employment Support

With changes in society and the job market, the functions of university libraries are shifting from mere knowledge dissemination to employment support. Traditionally, libraries were primarily responsible for providing academic resources to help students gain knowledge. However, with the intensifying competition in the job market, students' increasing need for career planning and employment skills has led to a transformation in the role of university libraries. In the context of employment-oriented education, the function of the library is not only to provide academic resources but also to actively support students' career development. This includes offering resources related to employment, such as career books, industry reports, career planning, and job search tips. By organizing career development lectures, job fairs, internships, and other activities, libraries provide students with a window to enter the job market and understand different industries. Additionally, libraries can collaborate with enterprises to establish platforms that connect students with businesses, offering more internship and employment opportunities. By customizing career information pushes and building online platforms, libraries can provide more personalized employment support services to help students enhance their competitiveness in the job market. Overall, the transformation of university libraries is a response to modern educational needs, enriching students' academic lives while providing strong support for their career development[8].

4. Analysis of reading promotion mode based on employment orientation

4.1. Analysis of Current Reading Promotion Models in University Libraries

Currently, university libraries' reading promotion models are primarily focused on recommending academic resources and organizing cultural activities. However, with the rise of employment-oriented education, libraries face new challenges and opportunities in their reading promotion efforts. Existing models have certain limitations and cannot fully meet students' needs in terms of career development and employment preparation. Below are the main characteristics and shortcomings of current university library reading promotion models: (1) Focus on Academic Books and Research Support: Traditional reading promotion mainly offers academic books and literature to support students' academic research and professional studies. However, with the changing job market, students require more support in career skills, career planning, and interdisciplinary knowledge, which are often not included in the library's promotion activities. Most university libraries still focus on book exhibitions, book clubs, and lectures that emphasize academic content but rarely address career development topics. (2) Lack of Alignment with Student Needs: While some libraries have started offering career planning lectures or recommending job search books, these activities are often one-dimensional and cannot meet the diverse career development needs of students. Many libraries' reading promotion activities have yet to fully leverage their potential in employment support, lacking depth in career-oriented content and diverse services. (3) Limited Cooperation with Enterprises and Industries: Although some university libraries have tried collaborating with enterprises to hold job fairs, these efforts are often superficial and lack systematic employment support functions. Enterprise and industry resources are not fully utilized, leaving room for improvement in employment-oriented reading promotion. In summary, the current reading promotion models of university libraries focus more on academic resource transmission and cultural atmosphere building, with less attention to students' employment needs and career development. To better serve students, university libraries need to adjust their promotion strategies and incorporate career-oriented education into their core reading promotion activities[9].

4.2. Demand Analysis for Employment-Oriented Reading Promotion

As competition in the job market becomes more intense, students not only need solid academic knowledge but also need to possess comprehensive abilities and professional qualities to adapt to the workplace. Therefore, employment-oriented reading promotion has become an important direction for university library services. By analyzing students' needs, libraries can better design and implement employment-oriented reading promotion activities to help students improve their competitiveness in the job market. (1) Increasing Demand for Career Knowledge and Skills: Many students lack a deep understanding of career planning and job search skills when they first enter university. As graduation approaches, they urgently need to acquire skills related to employment, such as resume writing, interview techniques, and career planning. Libraries can help students enhance their job-related skills by recommending relevant books, electronic resources, and organizing career training lectures. (2) Increasing Demand for Interdisciplinary Knowledge Integration: The modern job market increasingly demands composite talents. Students need not only specialized knowledge but also a broad interdisciplinary perspective and abilities. Libraries can encourage students to expand their knowledge by recommending interdisciplinary books and resources. Libraries should also promote cross-disciplinary reading, helping students gain inspiration from different fields and fostering diversified thinking. (3) Growing Need for Personalized, Customized Reading Support: Every student has unique career aspirations and development needs. Libraries should provide tailored support to meet individual students' specific

needs, such as recommending resources based on their career interests and offering customized career guidance. Personalized reading support can help students better prepare for their future career paths[10].

4.3. The Role of Reading Promotion in Employment Support

In the context of employment-oriented education in universities, reading promotion is not only a tool for enhancing students' academic literacy but also an important means of supporting their employment preparation and career development. Through systematic reading promotion activities, libraries can play a positive role in multiple aspects, helping students enhance their competitiveness in the job market and strengthen their employment readiness. Specifically, the role of reading promotion in employment support is reflected in the following areas: First, providing students with knowledge reserves for career development. The job market has high demands for job seekers' professional skills, workplace abilities, and industry knowledge, which are often not fully covered in traditional classroom education. Libraries can recommend employment-related books, industry reports, job search tips, and other resources to provide students with the knowledge they need for the workplace. For example, libraries can recommend books on career planning, resume writing, interview skills, and workplace relationships to help students understand the key stages in the job search process. Second, cultivating students' interdisciplinary reading ability and overall quality. Modern workplaces value compound talent, requiring job seekers to possess not only professional skills but also interdisciplinary knowledge and problem-solving abilities. Through extensive reading promotion activities, libraries encourage students to read books from multiple fields, helping them enhance their overall quality and innovative thinking. For example, interdisciplinary books such as those on management, psychology, and economics can help students better adapt to different work environments and solve complex problems when they enter the workforce. Third, improving students' practical abilities through career planning and practical activities. Libraries can help students understand workplace needs and enhance their practical skills by organizing career planning seminars, industry salons, mock interviews, and other activities. For example, a mock interview event organized by the library can help students understand the interview process and techniques, while also enhancing their ability to adapt to workplace-related situations and increasing their chances of job search success. Lastly, providing personalized career information and resource support. Each student's career development path and needs are unique, so libraries should offer customized reading recommendations and resource support based on students' academic backgrounds, interests, and career goals. By using big data and information push technologies, libraries can create individual profiles for each student, analyze their career interests, and recommend relevant job search books, industry reports, and professional skills training resources. Additionally, libraries can provide personalized career development resources through online platforms or apps to improve students' access to employment information efficiently and effectively. In summary, reading promotion plays a vital role in employment support. It is not only a tool for knowledge transmission but also an accelerator in improving students' career development and enhancing their competitiveness in the job market. Through multidimensional reading promotion activities, university libraries can help students improve their overall quality and workplace skills, enabling them to better face career challenges.

5. Optimization Strategies and Implementation Paths

In order to effectively enhance the role of university libraries in employment-oriented education, optimizing the reading promotion model is an urgent priority. Libraries can adopt a series of strategies and implementation paths to improve existing reading promotion services, promote

students' career development, and help them better adapt to the job market. The following are strategies and implementation paths for optimizing reading promotion in employment-oriented education. First, strengthening cooperation with academic departments and career development centers is the foundation of the optimization strategy. Libraries can work closely with academic departments and the university's career development center to understand the employment needs and trends of various disciplines, providing students with more targeted and professional reading resources. By jointly hosting career guidance, career planning seminars, and company presentations, libraries can offer more comprehensive employment support and help students enhance their awareness and preparedness for career development. Additionally, libraries can provide books and materials related to industry-specific knowledge, helping students better understand industry needs and the workplace environment. Second, providing personalized reading recommendations is key to enhancing the effectiveness of reading promotion. As students' employment needs become more diverse and personalized, libraries should offer customized reading lists and resource recommendations based on students' academic backgrounds, interests, and career goals. Using big data and information technologies, libraries can create individual profiles for each student, analyze their career interests, and recommend relevant job search books, industry reports, and professional skills training resources. Libraries can also offer personalized career development resources through online platforms or applications, improving students' access to employment information more efficiently and specifically. Third, promoting interdisciplinary and practical reading is an effective way to enhance students' overall quality. Modern workplaces increasingly require composite talents who not only possess professional knowledge but also have an interdisciplinary perspective and innovative capabilities. University libraries should guide students to read books and resources from different fields through diversified reading promotion activities. For example, encouraging students to read books on management, economics, and psychology not only enhances their interdisciplinary thinking ability but also helps them better understand complex issues in the workplace. At the same time, libraries should organize practical activities such as mock interviews, career salons, and industry case analysis, allowing students to integrate theoretical knowledge from reading with real-world workplace needs and improve their professional skills. Finally, strengthening cooperation with enterprises and industries is a long-term strategy for achieving employment-oriented reading promotion. University libraries should actively establish in-depth cooperation with various enterprises, industry associations, and professional training institutions to promote resource sharing and information exchange. Libraries can build bridges between students and enterprises by hosting job fairs, industry lectures, and internship opportunity postings. Additionally, libraries can provide recruitment platforms for companies, helping them find suitable candidates while offering students more employment opportunities. Through school-enterprise cooperation, libraries can provide students with richer employment resources and promote deeper connections with industries, thereby improving students' job market match. In conclusion, the employment-oriented reading promotion model in university libraries needs to be optimized from multiple dimensions. By strengthening cooperation, offering personalized services, promoting interdisciplinary reading, and collaborating with enterprises, libraries can comprehensively enhance students' professional abilities and competitiveness in the job market. By implementing these optimization strategies, libraries can not only meet students' academic needs but also play a more significant supporting role in their career development, ensuring students' successful employment.

6. Conclusion

University libraries play an important supporting role in employment-oriented education. By optimizing the reading promotion model, libraries can effectively enhance students' career literacy

and competitiveness in the job market. Through strengthening cooperation with academic departments and career development centers, providing personalized reading resources, promoting interdisciplinary and practical reading, and deepening cooperation with enterprises and industries, libraries can offer more comprehensive employment support. In the future, university libraries should continue to innovate their service models and play an active role in students' career development, helping them better adapt to the challenges of the job market.

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