

## SWOT Analysis on the Employment of New Generation Migrant Workers in the New Normal State

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### Abstract

China is entering the New Normal, which provides some new opportunities for the new generation of migrant workers, but also brings some new threats. The new generation of migrant workers should have a deep understanding of the opportunities and threats through SWOT analysis, and then use their own strengths and avoid their weaknesses, in order to develop the successful coping strategies.

**Key words:** New Normal State; New generation of migrant workers; Employment; SWOT analysis

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## 1. THE CORE CONCEPTS AND ANALYTICAL FRAMEWORK

### 1.1 The New Normal

In May 2014, Xi Jinping putted forward firstly the “New Normal” on the trip of investigation in Henan. He said:

China’s development is still in an important strategic opportunity period, we need to enhance the confidence, adapt to the New Normal, and maintain the normal state of mind from the characteristics of current economic development of China. (Pacific Daily News, 2014) The meaning of “New” is “different from the old quality”; and the “Normal” is the natural state. The New Normal is different from the past, and a relatively stable state. It is a trend, an irreversible state of development. It means that China’s economy has entered a new phase, which different from the past three decades of rapid growth. (China News Network, 2014)

November 9, 2014, Xi Jinping systematically expounded the “New Normal” for the first time at the APEC CEO Summit. He believes that there are several key features of the New Normal: Speed—the economic growth has shifted gear from the previous high speed to a medium-to-high speed; Structure—the economic structure is constantly improved and upgraded; Power—the economy is increasingly driven by innovation instead of input and investment. (Xinhua, 2014)

### 1.2 The New Generation of Migrant Workers

In 2001, Wang Chunguang thought there appeared intergenerational changes in the rural floating population, thus put forward the concept of “new generation of rural floating population”. In 2007, in the “Research Report about development of the Chinese new generation of migrant workers and generational contrast”, the new generation of migrant workers is defined as the young migrant workers born after 1980, more than 16 years of age. In the report of The Research Group of the New Generation of Migrant Workers Problem of ACFTU, the new generation of migrant workers is defined as: born in the 1980s, more than 16 years of age, agricultural household registration population based on non-farm employment. This paper agrees with the definition. In 2013, the new generation of migrant workers accounted for about 47% of the total number of migrant workers, the

new generation of migrant workers away from hometown accounted for about 61% of the total migrant workers away from hometown. See Table 1 for details.

**Table 1**  
**The Scale of New Generation of Migrant Workers in 2013** Units: ten thousands

Indicators	Total	Migrant workers away from hometown	Migrant workers in the hometown
The new generation of migrant workers	12528	10061	2467
The older generation of migrant workers	14366	6549	7817

Note. Adapted from “2013 the national monitoring report of migrant workers,” by The Central Government Portal Website, 2014, at [http://www.gov.cn/xinwen/2014-05/12/content\\_2677889.htm](http://www.gov.cn/xinwen/2014-05/12/content_2677889.htm)

### 1.3 SWOT ANALYSIS

SWOT analysis (strengths, weaknesses, opportunities, and threats analysis) is a framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, product, place or person. A SWOT analysis examines four elements:

Strengths-internal attributes and resources that support a successful outcome.

Weaknesses-internal attributes resources that work against a successful outcome.

Opportunities-external factors the project can capitalize on or use to its advantage.

Threats-external factors that could jeopardize the project.

Once the SWOT factors are identified, decision makers should be able to better ascertain if the project or goal is worth pursuing and what is required to make it successful. Often expressed in a two-by-two matrix, the analysis aims to help an organization or person match its resources to the competitive environment in which it operates. See Table 2 for details.

**Table 2**  
**SWOT Analysis Framework**

External factors	Internal attributes	Strengths	Weaknesses
		1. 2. 3. 4.	1. 2. 3. 4.
Opportunities	Strengths-Opportunities (SO) strategies	Use the strengths to take advantage of opportunities	Weaknesses-Opportunities (WO) strategies
	1. 2. 3. 4.	1. 2.	1. 2.
Threats	Strengths-Threats (ST) strategies	Use strengths to avoid threats	Weaknesses-Threats (WT) strategies
	1. 2. 3. 4.	1. 2.	1. 2.

## 2. SWOT ANALYSIS ON EMPLOYMENT SITUATION OF NEW GENERATION OF MIGRANT WORKERS IN THE NEW NORMAL

### 2.1 The Strengths of New Generation of Migrant Workers in Employment (S)

The new generation of migrant workers in employment has its own strengths that are relative to the older generation of migrant workers and college students as well as other job seekers from cities.

#### 2.1.1 The New Generation of Migrant Workers Has the Advantage of Age Compared to the Older Generation of Migrant Workers

2014 National Migrant Workers Monitoring Survey Report shows that China’s migrant workers are mainly engaged in labor-intensive industries including the secondary and tertiary industry (As shown in Table 3). Young people are more popular than older people in these industries. The new generation of migrant workers is 16 years old to 35 years old, so they have an age advantage compared with the older generation of migrant workers, and are more welcomed by the employers. And young people generally have the strengths of characteristics and adaptability, and are easier to accept new things, and so on.

**Table 3**  
**The Distribution of Migrant Workers’ Employment** Unit: %

	2013	2014	Variety
The first industry	0.6	0.5	-0.1
The second industry	56.8	56.6	-0.2
Where: Manufacturing industry	31.4	31.3	-0.1
Building industry	22.2	22.3	0.1
The third industry	42.6	42.9	0.3
Where: Wholesale and retail trade	11.3	11.4	0.1
Transportation, storage and postal services	6.3	6.5	0.2
Accommodation and Catering services	5.9	6.0	0.1
Resident services, repairs and other services	10.6	10.2	-0.4

Note. Adapted from “2014 the National Monitoring Report of Migrant Workers,” by The Central Government Portal Website, 2015, at [http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429\\_797821.html](http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429_797821.html)

#### 2.1.2 The New Generation of Migrant Workers Has Knowledge Superiority Relative to the Older Generation of Migrant Workers

Compared with the older generation of migrant workers, the new generation of migrant workers has a higher education level and more training. In the new generation of migrant workers, the number of workers with the level of education lower than junior high school only accounted for 6.1%, junior high school accounted for 60.6%, high

school accounted for 20.5%, college and higher education accounted for 12.8%. In the older generation of migrant workers, the number of works with the education level lower than junior high school accounted for 24.7%, junior high school accounted for 61.2%, high school accounted for 12.3%, college and higher education accounted for 1.8%. The new generation of migrant workers in high school and above education level accounted for 1/3, and is 19.2 percentage points higher than the older generation of migrant workers (The Central Government Portal Website, 2014). At the same time, the proportion of the new generation of migrant workers to accept the skills training, especially non-agricultural vocational skills training is significantly higher than the older generation of migrant workers (As shown in Table 4).

**Table 4**  
**The Proportion of Migrant Workers Receiving Skills Training Units: %**

	Number of people receiving agricultural skills training		Number of people receiving non-agricultural vocational skills training		The total number of people receiving skills training	
	2013	2014	2013	2014	2013	2014
Total	9.3	9.5	29.9	32.0	32.7	34.8
20 years old and below	5.0	6.0	29.9	31.4	31.0	32.6
21-30 years old	5.5	6.0	34.6	37.0	35.9	38.3
31-40 years old	9.1	8.8	31.8	34.0	34.1	36.1
41-50 years old	12.7	12.6	27.8	29.9	32.1	33.7
Over 50 years old	12.4	12.7	21.2	24.0	25.9	28.8

*Note.* Adapted from “2014 the National Monitoring Report of Migrant Workers,” by The Central Government Portal Website, 2015, at [http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429\\_797821.html](http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429_797821.html)

**2.1.3 The New Generation of Migrant Workers is More Able to Endure Hardship Than College Students and Other Urban Job Seekers**

The new generation of migrant workers does not work harder than the older generation of migrant workers. But they still have the relative advantages of harder work than the college students and other urban job seekers. They can accept longer working hours, worse conditions, and fewer treatments, which makes them more competitive in labor-intensive industries. See Table 5 for details.

**Table 5**  
**Working Time and Intensity of Migrant Workers away from Hometown**

	2013	2014
Time to go out to work all year (month)	9.9	10.0
Average monthly working days (day)	25.2	25.3
Average working hours per day (hour)	8.8	8.8
Proportion of daily work over 8 hours (%)	41.0	40.8
Proportion of weekly work over 44 hours (%)	84.7	85.4

*Note.* Adapted from “2014 the National Monitoring Report of Migrant Workers,” by The Central Government Portal Website, 2015, at [http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429\\_797821.html](http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429_797821.html)

The report notes that: 2013, the new generation of migrant workers away from hometown is accounted for about 61% of the total migrant workers away from hometown. Therefore, the working time and intensity of the migrant workers can reflect the working time and intensity of the new generation of migrant workers.

**2.1.4 The New Generation of Migrant Workers Has Practical Advantages Relative to The Fresh University Graduates**

The common higher education in our country occupies the absolute position of higher education, and the vocational education is relatively underdeveloped. At the same time, in the curriculum design of the ordinary higher education, it pays more attention to the theoretical education and neglects the practical operation. This makes our fresh university graduates have rich theoretical knowledge, but be lack of practical abilities. Relative, the new generation of migrant workers is earlier to engage in practical activities. Therefore, the same age of the new generation of migrant workers have the practical advantage in the face of college graduates.

**2.2 The Weaknesses of the New Generation of Migrant Workers in Employment (W)**

The new generation of migrant workers in employment has its own weaknesses that are relative to the older generation of migrant workers and college students as well as other job seekers from cities.

**2.2.1 Relative to the Older Generation of Migrant Workers, the New Generation of Migrant Workers is Lack of Experiences and the Spirit of Hard Work**

From personal experiences, many of the new generation of migrant workers had to follow their parents to move to the cities, or to the city to seek a way once graduated from rural middle school (or high school). Most of the time, they are in school, and not familiar with agricultural works. According to statistics, 89.4% of the new generation of migrant workers cans not do farm work, 37.9% of the new generation of migrant workers migrant workers has never work experiences (Liu & Cheng, 2008). In addition, most of the new generation of migrant workers has no or only one or two brothers and sisters, “Compared with their parents, their lives are superior, not starve, not cold, and there is no problems about the food and clothing in their minds”, “endurance and hardship spirit are far away from their fathers”. (Han, 2011)

**2.2.2 The Cultural Level of the New Generation of Migrant Workers is Inferior to the University Students and Other Urban Job Seekers**

*2013 Monitoring Survey Report of Migrant Workers* shows, in the new generation of migrant workers, the proportion of the people with the level of education lower than junior high school is only 6.1%, junior high school accounted for 60.6%, high school is 20.5%, college and higher education level accounted for 12.8%. The education degree of the new generation of migrant workers was lower than the level of urban residents. According to the

survey data of the Chinese Academy of Social Sciences, the average education years of urban white-collar was 14.9 years, the average education years of urban workers was 12.4 years, and the new generation of migrant workers was only 9.9 years (Li & Tian, 2011). According to the market supply and demand information of the public employment service agency in 117 cities in 2011, most employers put forward requirements for the degree of education of the job seekers. The demand for the workers with junior college or above degree of cultural increased, and the number of senior engineers and senior technicians was in short supply at the same time, but the demand for ordinary workers with low technical content was saturated.

### 2.2.3 Compared with the Older Generation of Migrant Workers, College Students and Other Urban Job Seekers, the New Generation of Migrant Workers Has Less Social Relations

Compared with the older generation of migrant workers, the new generation of migrant workers enters the city later, and makes friends with fewer employers and workers, therefore they can obtain less employment information and opportunities. Compared to college students and other urban job seekers, the new generation of migrant workers is more unfamiliar to the city, so they are lack of relatives, friends, teachers and students and other interpersonal resources who can provide information and opportunities to them.

### 2.2.4 Relative to the Urban Job Seekers, the New Generation of Migrant Workers Need to Pay the Extra Rent

The economic condition of the new generation of migrant workers is not good, and they have to bear the extra cost of rent than the urban job seekers. Rental costs have become a major obstacle to the new generation of migrant workers. Because lower rent areas, fewer jobs, lower wages; and in more and better jobs somewhere, rental costs are also very high. In 2013 and 2014, for example, average monthly housing expenses of migrant workers were 453 yuan and 445 yuan per capita, and it accounted for 50.7 and 47.1 percent of personal all consumer spending. See Table 6 for details.

**Table 6**  
**The Monthly Living Consumption and Housing Expenses of Migrant Workers in Different Regions**

	Consumption expenditure (yuan / person)		Of which: Housing expenses (yuan / person)		Housing spending accounted for (%)	
	2013	2014	2013	2014	2013	2014
Total	892	944	453	445	50.7	47.1
Eastern region	902	954	454	447	50.3	46.8
Middle region	811	861	441	414	54.3	48.0
Western region	909	957	443	449	48.7	46.9

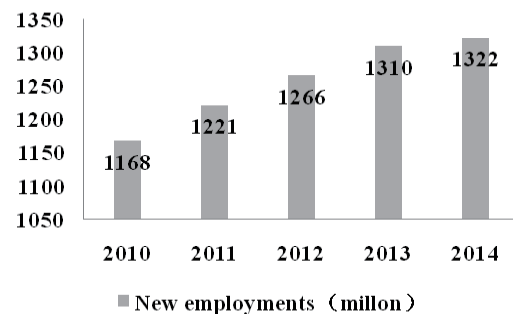
*Note.* Adapted from “2014 the National Monitoring Report of Migrant Workers,” by The Central Government Portal Website, 2015, at [http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429\\_797821.html](http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429_797821.html)

## 2.3 The Opportunities of Employment of New Generation of Migrant Workers in the New Normal (O)

Xi Jinping thinks that the New Normal will bring new 4 aspects of opportunities for the development of China: First, although China’s economic is slowdown, actual incremental is still considerable; Second, China’s economic growth becomes more stable, and the growth momentum is more diverse; Third, with structural optimization and upgrading of China’s economic, development prospects is more stable; Fourth, the Chinese government vigorously decentralization, market dynamics further release (The People’s Network, 2014). Combined with these opportunities, there have been new opportunities for the employment of the new generation of migrant workers in the New Normal.

### 2.3.1 New Employments in the Cities Continue to Increase

In the New Normal, although China’s economic growth slows down, the actual increment is still considerable, and the employment numbers continue to increase. According to the “2014 National Economic and Social Development Statistics Bulletin” released by the National Bureau of Statistics, the number of new urban jobs increased for five consecutive years from 2010 to 2014, 1322 million new urban jobs were provided in 2014. See Figure 1.



**Figure 1**  
**2010-2014 New Employments in Town (million).**

*Note.* Adapted from 2014 National Economic and Social Development Statistics Bulletin. National Bureau of Statistics (2015, May 26). [http://www.stats.gov.cn/tjsj/zxfb/201502/t20150226\\_685799.html](http://www.stats.gov.cn/tjsj/zxfb/201502/t20150226_685799.html)

### 2.3.2 The Growth of the Total Amount of Migrant Workers Continues to Fall, and the Proportion of New Generation of Migrant Workers has Gradually Reduced

According to the sampling survey results from the National Bureau of Statistics, the growth rate of migrant workers continued to fall since 2010. In 2011, 2012, 2013 and 2014, the total amount of migrant workers fell by 1.0, 0.5, 1.5 and 0.5 percent respectively over the previous year. In 2014, the total amount of migrant workers was 273950000, an increase of 5010000 over the previous year, an increase rate of 1.9%. At the same time, the proportion of migrant workers under the age of 40 continued to fall (Table 7), from 65.9% in 2010 to



56.5% in 2014, and the average age of migrant workers rose from 35.5 to 38.3 years old. This means that the total number of new generation of migrant workers will enter the downstream channel.

**Table 7**  
**The Age Structure of Migrant Workers Unit: %**

	2010	2011	2012	2013	2014
16-20 years old	6.5	6.3	4.9	4.7	3.5
21-30 years old	35.9	32.7	31.9	30.8	30.2
31-40 years old	23.5	22.7	22.5	22.9	22.8
41-50 years old	21.2	24.0	25.6	26.4	26.4
Over 50 years old	12.9	14.3	15.1	15.2	17.1

*Note.* Adapted from “2014 the National Monitoring Report of Migrant Workers,” by The Central Government Portal Website, 2015, at [http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429\\_797821.html](http://www.stats.gov.cn/tjsj/zxfb/201504/t20150429_797821.html)

### 2.3.3 The Industries Continue to Transfer and Upgrade.

On the one hand, labor intensive industries transfer from the eastern coastal areas to the central and western regions. This creates the conditions for the new generation of migrant workers’ returning home. At the same time, it greatly reduces the cost of the new generation of migrant workers, and facilitates their lives. On the other hand, the industries upgrade from low value-added to high value-added, from high energy consumption and high pollution to low energy consumption and low pollution, from extensive to intensive. This will improve the working conditions of the new generation of migrant workers, improve their labor productivities, and increase their wages.

### 2.3.4 In the New Normal, the State Has Introduced Many Employment Policies to Support the New Generation of Migrant Workers

In September 12, 2014, the State Council issued “The Opinion of the State Council on Further Work for Migrant Workers (Guo Fa [2014] No. 40), explicitly proposed to focus on the stability and expansion of migrant workers’ employment and entrepreneurship, improve and implement policies and measures to promote employment and entrepreneurship of migrant workers. April 27, 2015, the State Council issued the “The Opinions of State Council on Further Improving the Work of Employment and Entrepreneurship in the New Situation” (Guo Fa [2015] No. 23), explicitly stated the implementation of the priority strategy in employment. In June 17, 2015, Office of the State Council issued the “Opinions of the State Council on Support the Migrant Workers Returning Home and Other Staff to Enterprise” (Guo Ban Fa [2015] No. 47), proposed to accelerate to establish a multi-level and diversified pattern of returning home business, comprehensively stimulate entrepreneurial enthusiasm of migrant workers and other personnel returning home, and create more local employment opportunities.

## 2.4 The Threats of Employment of New Generation of Migrant Workers in the New Normal (T)

Xi Jinping also pointed out that we should have a clear understanding that the New Normal was also accompanied by the new problems, new contradictions, and some potential risks gradually surfaced (The People’s Network, 2014). It also contains some threats to employments of the new generation of migrant workers, mainly in the following areas:

### 2.4.1 In the New Normal, Traditional Labor-intensive Industries is Not Booming

In the new generation of migrant workers, 39% were engaged in manufacturing, 14.5% in construction, 10.1% were engaged in the wholesale and retail, 10% were engaged in residential services and other services (The Central Government Portal Website, 2014). September China’s Manufacturing Purchasing Managers Index (PMI) fell to 47, it was the lowest since March 2009. The data had been three consecutive months of decline, and seven consecutive months below the 50 line, indicated that the manufacturing sector into atrophy range. Affected by this, the number of enterprise procurement continued to decline. Meanwhile, the employment index of September also contracted. Other recent economic data also reflected this trend. The growth rate of fixed asset investment in January-August 2015 fell 0.3 percent over in January-July. As of August, the industrial producer price index (PPI) had declined for 42 consecutive months (Sohu Finance, 2015). Visible, the employment situations of the new generation of migrant workers are not optimistic.

### 2.4.2 In the New Normal, the Transformation and Upgrading of Industrial Structure Will Lead the New Generation of Migrant Workers to Technical Unemployment

Technical unemployment is caused by technological progress, the main performance is the low level of workers’ culture and technology, and unable to meet the requirements of modern technology. In the New Normal, whether it is to promote economic structural transformation and optimization, or to promote innovation driven, it is inevitable that science and technology are applied to all areas of economic development. Whether we are initiative or passive, industry 4, intelligent robots, Internet, cloud platform, big data, 3D printing will come, and will also be widely used in all aspects of our economics and society. The greatest impact of the application of these techniques to the employment is greatly reducing the dependence on the general labor forces, and turning to rely on talents. Thus, the relative reduction of labor demands will increase unemployment. In addition, in the economic New Normal, the relative price of capital and labor prices has also increased the trend of the machines replace workers, so as to increase the unemployment. (Zhao, 2014)

### **2.4.3 In the New Normal, the Systems and Policies Barriers that Hinder the Employment of New Generation of Migrant Workers Still Exist**

These systems and policies include the household registration system, employment system, distribution system, social security system, education and training policy, land system, financial system, and so on. For example, as a result of the lack of a unified national labor market and employment system, the new generation of migrant workers in the labor market is difficult to obtain free flow and equal employment opportunities. Because of the lack of wage negotiation system, the new generation of migrant workers is in a weak position in the labor relations, which affects the improvement of their incomes. Lack of payment capacity, lack of government support and uniform social security platform, which result in the insurance rate of migrant workers is not high. The education of the children of new generation of migrant workers is still a problem. In terms of the training of migrant workers, there are many problems, such as the narrow scope and lack of relevance. Urban housing security system is difficult to cover a large group of migrant workers, and the guarantee housing system has some drawbacks. Rural land system has still a number of issues, the difficulties of land transfer make the new generation of migrant workers to be difficult to work in city. The new generation of migrant workers in the process of entrepreneurship will also encounter financing, land and other obstacles.

## **3. THE SWOT STRATEGY ANALYSIS ON THE EMPLOYMENT OF NEW GENERATION OF MIGRANT WORKERS IN THE NEW NORMAL**

### **3.1 The Strengths-Opportunities (SO) Strategies on the Employment of New Generation of Migrant Workers in the New Normal**

a) The new generation of migrant workers should use their strengths that they are younger, more cultural, more diligent and have more practical experiences than the older generation of migrant workers, and take advantages of these opportunities that the employment positions continue to increase, the total amount of migrant workers increases slowly, the growth of total amount of new generation of migrant workers gradually stops, and China has entered the Lewis Turning Point; to achieve higher quality employments.

b) The new generation of migrant workers should use their strengths that they are younger, more cultural, more diligent and have more practical experiences than the older generation of migrant workers, and seize the favorable opportunity that the national industries transfer from the eastern coastal areas to the central and western regions to achieve the nearest local employments; and

seize the opportunity of industrial upgrading to upgrade the employments.

c) The new generation of migrant workers should use their strengths that they are younger, more cultural, more diligent and have more practical experiences than the older generation of migrant workers; and seize the favorable opportunity that the country continues to launch the employment and entrepreneurship policies to support the new generation of migrant workers; to achieve Early the success of employments or entrepreneurships.

### **3.2 The Weaknesses-Opportunities (WO) Strategies on the Employment of New Generation of Migrant Workers in the New Normal**

a) The new generation of migrant workers should overcome their weaknesses that the hardworking spirits and social experiences are less than the older generation of migrant workers, the educations and trainings are less than college students, accommodation costs are more than urban job seekers, and social relation networks are less than all of them; and take advantages of these opportunities that the employment positions continue to increase, the total amount of migrant workers increases slowly, the growth of total amount of new generation of migrant workers gradually stops, and China has entered the Lewis Turning Point; to achieve employments.

b) The new generation of migrant workers should overcome their weaknesses that the hardworking spirit and social experiences are less than the older generation of migrant workers, the educations and trainings are less than college students, the accommodation costs are more than urban job seekers, and the social relation networks are less than all of them; and take advantage of these opportunities that the national industries transfer from the eastern coastal areas to the central and western regions; to strive for the nearest local employments.

c) The new generation of migrant workers should overcome their weaknesses that the hardworking spirit and social experiences are less than the older generation of migrant workers, the educations and trainings are less than college students, the accommodation costs are more than urban job seekers, and the social relation networks are less than all of them; and take advantage of these opportunities that the country continues to launch the employment and entrepreneurship policies to support the new generation of migrant workers; to strive for successful employment.

### **3.3 The Strengths-Threats (ST) Strategies on the Employment of New Generation of Migrant Workers in the New Normal**

a) The new generation of migrant workers should use their strengths that they are younger, more cultural, more diligent and have more practical experiences than the older generation of migrant workers; to avoid the threats of the recession of the traditional labor-intensive industries in the New Normal, and don't give up the employment opportunities in traditional industries, and compete for jobs.

b) The new generation of migrant workers should use their strengths that they are younger, more cultural, more diligent and have more practical experiences than the older generation of migrant workers; to avoid the threats of industrial restructuring and upgrading, and further improve themselves through learning and training, to comply with the requirements of industrial transformation and upgrading, and strive to achieve the transformation of employment.

c) The new generation of migrant workers should use their strengths that they are younger, more cultural, more diligent and have more practical experiences than the older generation of migrant workers; to avoid the threats of the institutions and policies to the employments of the new generation of migrant workers, and try to find the opportunities and overcome the difficulties to achieve employments under the current policy environments.

### **3.4 The Weaknesses-Threats (WT) Strategies on the Employment of New Generation of Migrant Workers in the New Normal**

Because of a series of their own weaknesses and external threats, the new generation of migrant workers should be self-directed and self-management, not ambitious, and cherish every chance of employment, to achieve employment, then exercise at work, improve themselves, develop their own employability and competitiveness; while wait for the improvement of the external employment environments and the national employment policies.

## **CONCLUSION**

The new generation of migrant workers has become the main body of the migrant workers, they have their own strengths and weaknesses on the employment. At the same time, China has entered the New Normal, which brings the opportunities and threats to the new generation of migrant workers on their employments. Therefore, in the new normal, the new generation of migrant workers should create four different employment strategies by combining their own strengths and weaknesses and the external opportunities and threats, to provide strategic choices for successful employments.

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