

A Study on the Influencing Factors and Countermeasures for Re-employment of the Elderly in Q City

Heping Wang, Linlin Zhang, Yanna Zhu*

Qingdao Hengxing University of Science and Technology, Qingdao, China

*Author to whom correspondence should be addressed.

Abstract: *As population aging intensifies in China, Q City faces increasingly prominent aging issues. Addressing this and easing elderly employment problems is vital for creating high-quality jobs for seniors and unlocking the value of elderly human resources. Q City is aging faster and more deeply than average; the elderly are unevenly distributed regionally, and incoming seniors are rising due to talent policies and retirement advantages. Among the re-employed, most are young-old with medium-low education and good health; they cluster in service sectors, mainly in flexible jobs. Causes include social bias, weak family support, poor adaptation to new industries and digital skills, and lack of personalized guidance. Countermeasures: strengthen public advocacy to reverse bias; mobilize family support to boost emotional acceptance; offer targeted training to improve adaptation to new industries and digital skills; refine personalized employment guidance to fill service gaps, thereby promoting re-employment of Q City's elderly and sustainable socio-economic development.*

Keywords: Elderly re-employment; Elderly human resource development; Population aging.

1. Current Situation of Q City's Elderly

1.1 Analysis of Aging Status in Q City

As a major coastal hub, Q City's rapid economic growth is accompanied by a quietly shifting population structure, with population aging becoming ever more pronounced.

1.1.1 Fast and Deep Aging

Q City is aging noticeably faster than the national average. By end-2023, its permanent population was 10.3715 million; residents aged 60+ totaled 2.318 million, 22.35% of the total, above the national 60+ share of ~22%, showing deeper and tougher aging.

1.1.2 Uneven Regional Distribution of the Elderly

Survey data show that Shinan's elderly account for 6.45% of its district population; Jimo and Pingdu reach 14.73% and 15.13% respectively, while Laoshan is only 4.49%. The figures plainly reveal Q's wide regional gaps—some areas are heavily concentrated, others sparsely—highlighting uneven distribution. This imbalance hampers job-matching, travel and commuting for older workers, raising re-employment

hurdles.

1.1.3 Rising inflow of elderly migrants

Q's aggressive talent-import policy has taken root; as newcomers settle, their second-generation childcare needs surface, prompting grandparents to move in and swell the city's migrant elderly cohort. More out-of-province seniors now pick Q for retirement—mild climate, solid economy, safe society and a slower pace than Beijing-Shanghai-Guangzhou lure affluent elders to buy homes and age in Q, driving the foreign elderly population up.

1.2 Analysis of Senior Re-employment in Q City

1.2.1 Age, education and health profile

By age, re-employed seniors in Q are mainly the young-old; the young-old share is high, the old-old low. The pattern aligns with bodily decline—young-old retain the stamina for work.

Education-wise, Q seniors cluster at low-to-medium attainment; the low-educated dominate, the highly educated are few. Limited schooling narrows job choice to physical or low-skill sectors, whereas degree-holders hold an edge in knowledge fields like education and consulting.

Health is a key re-employment factor. Most rate themselves healthy enough to work, yet health still caps intensity and type—heavy manual labor is largely out of reach.

1.2.2 Industries and nature of re-employment

In City Q, the re-employment of older adults is heavily service-oriented: domestic help, education & training, food & retail take the biggest shares. These sectors offer flexible hours and relatively simple skill demands, aligning well with seniors' physical capacity and experience. Technical consulting, security and cleaning also employ noticeable numbers of older workers.

By nature of work, flexible jobs dominate. Among retirees who re-enter the labour market, gig and freelance arrangements are common, while part-time or full-time posts are less chosen. This mirrors both seniors' need for elastic schedules and the short supply of stable positions suited to them.

1.2.3 Channels and satisfaction of re-employment

Seniors in City Q still rely on traditional routes—mainly acquaintances and offline contacts; referrals from friends remain the norm, whereas formal channels like job sites or fairs are seldom used. Limited digital literacy and the absence of tailored information platforms keep search efficiency low. Most are satisfied with their current jobs, citing moderate workload and chances to use past experience, yet a minority express discontent, showing Q has clear room to lift re-employment quality.

2. Analysis of Factors Affecting Older-adult Re-employment in City Q

2.1 Societal Bias Against Senior Re-employment Remains Entrenched

Traditional views carry many prejudices: as age rises, physical decline accelerates and labour participation drops; ageing boosts illness odds, with chronic conditions common. Most firms sideline older applicants, favouring youth, convinced seniors can't handle heavy workloads. Public information

on senior work is scarce; media coverage is limited, anecdotal and fragmented, leaving the public poorly informed about the real value of older-worker employment.

2.2 Family Emotional Approval and Support for Seniors Returning to Work are Still Weak

Family is the key support system for seniors returning to work, but the reality is many families lack emotional support and understanding. Some feel seniors should quietly enjoy retirement; re-employment only adds physical strain and harms health. With such views, relatives may discourage or pressure them to quit, ignoring elders' financial needs and assuming the family is already well-off. This absence of empathy piles on psychological stress and makes seniors turn jobs down.

2.3 Seniors' Grasp of and Adaptability to New Industries and Digital Skills Still Lag

As the economy shifts and tech races ahead, new industries keep emerging. They demand high skills, yet older workers come from traditional sectors and struggle to learn anew. In fields like the internet, AI and new energy, tech changes fast; elders can hardly keep up. Weak awareness shrinks their chances and leaves them disadvantaged when re-entering the job market.

Digital skills are now a basic workplace requirement, but many seniors fall far short. Lacking certificates, they struggle to land suitable jobs. Unfamiliar with smart devices and the internet, their skill gaps create hurdles. In roles requiring constant use of digital tools, they know little of big-data analytics, cloud computing or mobile payments, blocking adaptation to digital workplaces and eroding their competitiveness.

2.4 Tailored Employment Guidance for Older People is Clearly in Short Supply

Employment-re-entry counseling for seniors in Q City is largely one-size-fits-all and fails to meet diverse needs. Most services stay generic, ignoring age, ability, interests, concerns or health; some elders prefer light, flexible part-time roles, yet without tailored advice they are steered toward long-term or high-intensity jobs and often remain unemployed. Existing programs cluster in urban areas, leaving rural and suburban seniors under-supported; this lack of customization lowers their chances of finding suitable work and drags down overall re-employment success.

3. Policy Recommendations to Boost Senior Re-employment in Q City

3.1 Step Up Publicity to Reverse Bias Against Senior Re-employment

Q City's labor and social-security departments should roll out attractive incentives encouraging firms to hire seniors: companies that recruit a set share of older workers on long-term contracts could receive partial income-tax breaks to cut labor costs and unlock seniors' potential, creating win-wins. Agencies can partner with media to build a full-spectrum ad campaign. On new-media platforms, WeChat posts can host debates like "Senior Workers in My Eyes", inviting public comments and stories; Weibo can run themed contests roping in top influencers V to amplify reach. Rich photos, vivid copy and snappy clips will show seniors' diligence, eye for detail and steady problem-solving, highlighting their economic contributions.

3.2 Mobilize Family Support to Boost Emotional Buy-in for Senior Re-employment

Actively involve local organizers and coordinators to hold regular panel discussions on family and

senior employment. During these sessions, experienced consultants can explain seniors' psychological needs—such as boosting self-identity and reducing loneliness—and the positive mental impact of returning to work. Invite employment experts to outline market opportunities and prospects for senior re-employment, giving families comprehensive information. Municipal authorities can produce and distribute brochures that support families hiring seniors, covering FAQs, tips on balancing work and rest, and daily care advice. For example, when seniors are busy, family members can help at home to ensure rest; when work lags, families can encourage and help adjust attitudes.

3.3 Launch Targeted Skills Training to Improve Seniors' Adaptability to Emerging Industries and Digital Skills.

Closely align with Q city's industrial development plans and real market demand, and design a series of forward-looking, practical emerging-industry courses suited to seniors' learning traits. Provide theoretical materials via online platforms that include interactive spaces for questions and sharing insights. Offline, professional instructors will offer hands-on training at regional centers and senior universities so seniors can practice new skills. Offer free or low-cost digital-skills courses at city senior-education centers and colleges, covering computer basics, internet use, and smartphones, using real-life and work scenarios as cases to help seniors grasp and apply knowledge. By raising digital competence, help seniors adapt to digital-era employment and boost their labor-market competitiveness.

3.4 Refine a Personalized Employment-guidance System to Close Service Gaps for the Senior Group.

Build a scientific re-employment guidance system for older adults tailored to Q's realities by assessing health, skills, experience, interests and learning ability. Form a local team of HR specialists, career advisers and veteran professionals to give one-on-one guidance: face-to-face talks capture work history, preferences, expectations and finances, uncovering aspirations and hidden talents. Jobs are analyzed for required skills, workload, environment and demands. Services include résumé writing, interview coaching and professional-image training. Regular talks and clinics at community centres, senior universities and job fairs explain policies, market trends and workplace communication, meeting diverse needs and steering older workers' careers.

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