

# Research on Talent Policy and Optimization Path of Wuhan City based on SWOT Analysis

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## ABSTRACT

This study adopts SWOT analysis to analyze Wuhan's talent policy in depth, aiming to explore its advantages, disadvantages, opportunities and challenges. The study finds that Wuhan has significant geographical location and resource advantages in terms of talent policy, as well as outstanding performance in policy innovation and talent cultivation. However, there are also problems such as talent drain and insufficient policy implementation. In the face of fierce competition for talents at home and abroad, Wuhan should seize the opportunity to strengthen policy promotion and implementation, optimize the talent service system, and enhance the attractiveness of talents. This study proposes targeted optimization paths, including improving the talent policy system, strengthening the construction of talent teams, and improving the quality of talent services, with a view to promoting the sustainable development and optimization of Wuhan's talent policy.

## KEYWORDS

SWOT Analysis; Wuhan; Talent Policy; Policy Optimization.

## 1. INTRODUCTION

In today's world, science and technology and human resources play a pivotal role as the first productive force and the first resource, respectively. The new scientific and technological revolution, represented by information technology, biotechnology and new energy sources, is triggering disruptive and all-encompassing changes on a global scale. Against this background, human resources have become a key element in supporting national economic development and promoting sustainable social development, and are increasingly receiving extensive attention across the country.

As the largest city in central China, Wuhan is the leader of the Central City Circle and a strong competitor and beneficiary of the "Central Strategy". It has strategic supportive advantages in terms of geographic location, natural resources and educational facilities. Therefore, in this context, the study of Wuhan's talent strategy and its innovation is of far-reaching significance.

## 2. SWOT ANALYSIS OF WUHAN TALENT POLICY

First of all, from the perspective of strengths, Wuhan, as an important city in the central region, has significant educational resources and scientific research strength. Wuhan has a large number of higher education institutions, including a number of "double first-class" universities, which have sent a large number of high-quality graduates to the city. In addition, Wuhan has demonstrated a proactive stance on talent policies, successfully attracting a large number of graduates to stay in the city for employment and entrepreneurship through the implementation of the "Scholars Gathering in Wuhan"

project and other initiatives, realizing a net inflow of talent for many years in a row. In terms of policies, Wuhan has also launched a series of support measures, such as providing settlement facilities, rental subsidies, and financial support for business start-ups, which have to some extent improved the city's talent attractiveness.

However, analyzing from the aspect of weaknesses (Weaknesses), Wuhan is deficient in the publicity of talent policies, the efficiency of policy implementation, and the incentive mechanism for talents. Compared with developed coastal regions, Wuhan still has gaps in salary levels, industrial development and living conditions, and these factors may affect talent retention and attraction. In addition, although Wuhan has achieved some success in talent introduction, it still needs to further optimize the system and mechanism in talent cultivation and use, and improve the match between talent and industrial development.

In terms of Opportunities, Wuhan is facing the national emphasis on the development of central and western regions, especially in the "Belt and Road", the Yangtze River Economic Belt and other national strategies, which brings new development opportunities for Wuhan. With the support of national policies and investment, Wuhan is expected to further enhance the attractiveness of its talent policies. Meanwhile, Wuhan has obvious industrial cluster advantages in the fields of optoelectronic information, automobiles and parts, which provides a broad development space for professionals.

Finally, from the perspective of Threats, Wuhan is also facing fierce competition from other cities in terms of talent policy. Some neighboring cities and developed coastal areas have attracted a large number of talents by providing more favorable treatment and more mature industrial chain. In addition, the trend of talent mobility in the context of globalization also poses a challenge for Wuhan to enhance its competitiveness in the international competition for talents.

### **3. TALENT STRATEGY OPTIONS**

#### **3.1. SO Strategy**

Wuhan should make full use of its rich educational resources and scientific research strengths, and actively build a talent development program that is in line with the national strategy, taking into account the country's emphasis on the development of the central and western regions. By strengthening cooperation with universities and research institutions, Wuhan can cultivate and attract more high-quality talents in key industrial areas. At the same time, with its geographical advantage of being the transportation hub in central China, Wuhan can become a center of regional talent exchange and innovation activities. In addition, Wuhan should further optimize its talent policies and provide more attractive incentives to capitalize on the opportunities presented by national policies to promote talent retention and introduction.

#### **3.2. WO Strategy**

In response to the problems of insufficient publicity and inefficient implementation of talent policies, Wuhan can overcome these disadvantages by strengthening policy publicity and enhancing service efficiency. For example, through multi-channel and multi-platform policy publicity campaigns, public awareness of talent policies can be increased. At the same time, it should optimize the policy approval process, shorten the processing time, and provide more convenient one-stop services in order to improve the efficiency of policy implementation. In addition, Wuhan should also emphasize the improvement of talent incentive mechanisms to enhance the attractiveness of talents by providing more competitive remuneration packages, career development paths and quality of life guarantees.

### **3.3. ST Strategy**

In the face of competitive pressure from other cities, Wuhan needs to capitalize on its educational and scientific research advantages, strengthen its integration with key industries, and improve the match between talent and industrial demand. By establishing a talent training system that integrates industry, academia, research and utilization, Wuhan can provide more practice opportunities and career development space for talents and reduce the brain drain. At the same time, Wuhan should strengthen the exchange and cooperation of talents with other cities, and jointly improve the competitiveness of talents through regional synergistic development, so as to reduce the threat of talent policy.

### **3.4. WT strategy**

In the face of challenges in terms of salary levels, industrial development and living conditions, Wuhan should adopt a multi-faceted strategy to enhance the attractiveness of its talent policy. On the one hand, it can provide customized services and support for talents at different levels and fields by offering differentiated talent policies. On the other hand, Wuhan can improve the livability of the city by improving the urban infrastructure, upgrading the level of public services, and strengthening the ecological environment, so as to enhance its attractiveness to talents. At the same time, Wuhan should also strengthen its support for innovation and entrepreneurship of talents, and stimulate their innovative vitality and entrepreneurial enthusiasm by providing services such as entrepreneurial guidance, financial support and market docking.

## **4. STRATEGIC OPTIMIZATION PATH**

Wuhan should strengthen top-level design and policy synergy to ensure that talent policies match the overall development strategy of the city. Through the construction of cross-departmental and cross-industry talent work leading group, to realize the overall planning and resource integration of talent policy. At the same time, the target positioning of talent policy should be clear, differentiate between different levels and fields of talent needs, and develop differentiated talent attraction and cultivation plan.

Secondly, Wuhan needs to increase its investment in talent development support system, especially in education, scientific research and innovation and entrepreneurship. Through in-depth cooperation with colleges and universities and scientific research institutions, it has established a synergistic mechanism for talent cultivation and scientific research and innovation, and provided sufficient development platforms and resource support for talents. At the same time, it should optimize the evaluation and incentive mechanism of talents, establish an evaluation system oriented by ability and contribution, and provide corresponding honor and material incentives for outstanding talents.

Wuhan should improve the quality and efficiency of talent services, establish a one-stop talent service platform, and simplify the application and approval process of talent policies. By means of digitalization and informationization, the convenience and transparency of talent services should be improved, and the attractiveness of talent policies should be enhanced. At the same time, it should strengthen the talent housing, medical care, education and other life protection, enhance the livability of the city, and solve the worries of the talents.

In addition, Wuhan City needs to strengthen the publicity and promotion of talent policies to improve the visibility and influence of the policies. Through multi-channel and multi-form publicity, let more talents understand and recognize the talent policy of Wuhan. At the same time, it should establish a feedback and evaluation mechanism for talent policies, collect opinions and suggestions from talents on a regular basis, and adjust and optimize the content of the policies in a timely manner.

Finally, Wuhan should actively participate in regional and international talent competition and cooperation to enhance the openness and influence of the city. By organizing international talent

exchange activities and establishing overseas talent workstations, more overseas talents should be attracted to develop in Wuhan. At the same time, talent cooperation with neighboring cities should be strengthened to realize regional talent sharing and development.

To sum up, the strategic optimization path of Wuhan's talent policy needs to start from multiple perspectives, such as top-level design, policy synergy, resource investment, service quality, publicity and promotion, and open cooperation, to form an all-around, multi-level and wide-area talent development pattern. Through the implementation of these strategic initiatives, Wuhan is expected to further enhance its talent competitiveness and provide solid talent support for the sustainable development of the city.

## 5. CONCLUSION

In the current globalized competition background, Wuhan is facing challenges and opportunities from all aspects. Through an in-depth analysis of the current situation and problems of Wuhan's talent policy, as well as the strengths, weaknesses, opportunities and threats it faces, this paper proposes talent strategy choices and optimization paths based on SWOT analysis. These strategic initiatives are intended to help Wuhan better cope with the challenges on talent policy, grasp the opportunities brought by the national policy, and further enhance its talent competitiveness.

However, the formulation and implementation of talent policy is a complex and long-term process that requires the joint efforts of the government, enterprises, universities and all sectors of society. Therefore, Wuhan needs to focus on the continuity and stability of the policy in the process of implementing the talent strategy, avoiding short-term behavior and the mentality of quick success and quick profit. At the same time, policy implementation and supervision should be strengthened to ensure that the policies and measures can be put into practice and really benefit the majority of talents.

Looking ahead, with the increasing national support for the development of the central and western regions, as well as Wuhan's continuous investment and innovation in the fields of education and scientific research, it is believed that Wuhan's talent policy will be more perfect and optimized, injecting new vitality and impetus for the city's sustainable development.

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