

Research on the Optimization of the Return Path of Talents Boosted by Industrial Innovation from the Perspective of Rural Revitalization

-- Taking Bozhou City as an Example

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Abstract

The rural revitalization strategy is a major task of the party and the country. In the new stage of development, talents are the first wealth of innovative development and the key to the rural revitalization strategy. In order to implement the strategy of rural revitalization, all localities actively introduce talents to the countryside, but the return effect of rural talents is not obvious, resulting in the dilemma that talents cannot be retained, cannot be retained, and cannot be used well. At the same time, the total number of rural talents is not enough to meet the development requirements of the rural revitalization strategy. Therefore, solving the problem of returning rural talents to their hometowns is an urgent task for all regions to implement the rural revitalization strategy. This paper analyzes the research status of the dilemma of rural talent return at home and abroad, summarizes the theoretical basis of rural talent return, and analyzes the general situation, implementation measures and achievements of Bozhou's rural areas in combination with relevant government documents, comprehensively analyzes the rural talent return of Bozhou, and How the innovation in the field of traditional Chinese medicine in Bozhou combines theoretical knowledge for the return of talents, analyzes the reasons for the return of rural talents, and puts forward countermeasures and suggestions from the perspectives of individuals, society and the country.

Keywords

Rural Revitalization; Industrial Innovation; Talent Return.

1. Introduction

Since the reform and opening up, population outflow has become a significant phenomenon in the process of economic and social development in our country. Rural-to-urban migration is a basic feature of China's population flow since the reform and opening up, and migrant workers and migrant workers account for a large proportion of the floating population. The long-term outflow of population has accelerated the aging of the rural population, and the large outflow of labor force has caused a huge impact on the rural economy, which directly led to the slowdown of rural economic development. More importantly, a large number of population outflows has further reduced local talents, and talents, as a key element of development, are an important basis for whether a region can achieve sustained and rapid development, and play a key role in rural revitalization. In this context, how to attract migrants to return to their hometowns for employment is particularly important for balancing the imbalance of rural population structure, strengthening rural social governance, enhancing the endogenous driving force for development, and realizing rural revitalization.

2. From the Perspective of Rural Revitalization, The Status Quo of Bozhou City's Industrial Innovation Boosting the Return of Talents

2.1. Measures for the Return of Talents in Bozhou City

2.1.1. Introduce Relevant Policy Support

In 2017, Bozhou further promoted the strategy of strengthening the city with talents, further improved the policy system of talent work, actively guided and supported enterprises and institutions, and implemented the spirit of the Tenth Provincial Party Committee Congress and the Fourth Municipal Congress. There is an urgent need for talents in short supply and other outstanding talents to vigorously promote and cultivate top-notch talents, so as to provide strong talent support and intellectual guarantee for "deeply implementing the five core development concepts and striving to be at the forefront of the world". Revitalizing Northern Anhui". (Bofa [2016] No. 22) spirit, combined with the reality of Bozhou City, issued the "Implementation Measures for Recruiting Talents in Bozhou City".

Even at the time of the epidemic, "Bozhou City Promotes National Entrepreneurship, Promotes Employment Support (Trial Implementation) Various Measures for High-quality Development of the Real Economy" was introduced to focus on supporting entrepreneurial talents. Since 2021, a total of about 10 million yuan in subsidies has been issued. Strictly exempt the counter-guarantee requirements for personal entrepreneurial guarantee loans of 100,000 yuan or less, and have issued more than 4 billion yuan of entrepreneurial guarantee loans in the past six years. Continue to deepen the work of "Bozhou people please go home", attract young talents to return, help young people innovate and start businesses, and support Bozhou's economic and social development.

2.1.2. Promote the Transformation and Upgrading of Traditional Industries

Over the past five years, Bozhou City has continuously promoted industrial upgrading, optimized the entrepreneurial environment and service system, expanded entrepreneurial fields and development space, provided entrepreneurial platforms and financing support, strengthened entrepreneurial education and training, and returned to their hometowns to do their best to show their talents and talents. , actively participated in the tide of entrepreneurship, and promoted the "return of talents, capital and enterprises". "Bozhou's "targeted policy" dedicated to improving the business environment has stimulated the vitality of market players, unburdened enterprises, allowed them to let go, use the logic of the market to do things, use the power of capital to do things, and rely on innovation to promote traditional industries Upgrade.

Bozhou, the city of medicine, has "one hundred thousand drug dealers and one million drug farmers". According to the old view, this industry had a tendency to "eat everything and squeeze it out". Bringing back new ideas, new formats, and new models, using innovation to "stir up waves" in traditional industries and open up new fields one by one. For example, in the eyes of almost everyone, peonies are only for ornamental purposes, and their roots are Medicinal materials, except for one person, Wang Pinwu led the company's researchers to fight day and night, and finally developed peony skin care products, including cleanser, mask, essence, lotion, face cream, eye cream, BB cream and other basic skin care products. In 2019, he himself Was awarded the title of "Star of Returning to Entrepreneurship in Anhui Province", and the company passed the national high-tech enterprise certification.

2.2. Talent Return in Bozhou has Achieved Results

2.2.1. The Number of Talent Return

Through the introduction of "double recruitment and double introduction" promotion conferences, talent fairs, etc., to attract more talents from abroad to "go home with emotion,

return talents to their hometowns, and return funds". A total of 193 high-level and urgently needed talents have been introduced full-time, 28 high-level experts have been flexibly introduced, and 30 full-time postgraduate students of urgently needed professional talents from public institutions have been introduced publicly, and 12.2 million yuan of talent recruitment subsidies have been issued; There are 1,895 overseas talents, and 121 people are attracted to return to their hometowns to start businesses, with a total investment of 9.374 billion yuan.

Focusing on quality improvement, "layered classification" implements talent cultivation. Implement the action to improve the quality of local talents, adopt the "training teaching + competition selection" model, and focus on cultivating talents in six major fields including party and government, enterprise management, rural practical, professional technology, high-skilled and social work. Highlight industrial development, select 20 enterprise management talents to go abroad for short-term training, investigation and study every year, and train and train 2,000 professional and technical talents for industrial development in different levels and fields. Implement a new type of professional farmer training plan, hold training courses for rural entrepreneurs, and train and train more than 300 rural practical talents every year. Strengthen the political leadership and political absorption of experts and talents, hold the national conditions training class for high-level talents in the region for three consecutive years, and train 280 high-level talents in total.

2.2.2. The Contribution of Talent Return to Industrial Innovation

Bozhou is speeding up the construction of the "World Capital of Traditional Chinese Medicine", striving to become an influential trading platform for Chinese medicinal materials from spot to futures in the country and even the world, a logistics base for traditional Chinese medicine with the highest level of intelligence in the country, and a Chinese medicinal material with global credibility. The price formation center and the Chinese herbal medicine index release center create the best Chinese medicine academic atmosphere, cultural atmosphere and life filled with the fragrance of Chinese medicine in the country, and promote the revitalization and development of Chinese medicine in the whole province.

3. From the Perspective of Rural Revitalization, The Dilemma of Bozhou City's Industrial Innovation Boosting the Return of Talents

3.1. Difficulty in Talent Introduction

Identity is an individual's assessment of their experiences. As rural talents who have been away from home for a long time have a lower and lower sense of attachment to their hometown, their sense of identity with the countryside also decreases. Although the city is rich in capital, technology, resources and services, most of the rural talents who flow into the city face various obstacles due to the difficulty of household registration in Beijing and the discrimination against foreign talents in Shanghai. A sense of belonging to the city. Under such circumstances, they are still unwilling to return to their hometown to develop, preferring to wander in "X Drift".

Talent policy is an important means to attract talents back. At present, various departments and departments do not pay attention to the allocation of talents for rural revitalization, not only the lack of special policies for the allocation of foreign talents, but also the lack of preferential treatment policies for local talents. According to the requirements of the rural revitalization strategy, the relevant talent policy currently only has the "Talent Support Plan for Thousands of Rural Revitalization", which is not perfect. There is no plan for the development of rural talents in the future. In the end, politics evolved into "forms without

substance ". In addition , there is no policy support for the strategy of attracting talents for rural revitalization , and there are no specific management measures for later talent training.

3.2. Talent Retention is Difficult

Talent is the key to promoting rural revitalization. To let those who want to stay in the countryside and build their hometowns feel free , and to make those who want to serve the countryside more confident , it is necessary to make full use of talents to further stimulate the vitality of rural revitalization.

The vast majority of rural management personnel are produced from the local rural population , and few outstanding urban talents go to the countryside to participate in leadership and management. At the same time , since last year , cities including Jinan, Chengdu, Changsha, Zhengzhou, Hangzhou, Qingdao, Xiamen, etc. have successively introduced relevant policies for the introduction of outstanding talents, offering great discounts in terms of housing, treatment, household registration, etc. , vying to snatch talents . Faced with the situation that second-tier cities are scrambling for talents , the Beijing-Tianjin region, Jiangsu, Zhejiang and Shanghai regions have introduced relevant policies to join the battle for talents. In contrast , the policies for talent introduction in rural areas seem to be negligible . Due to the lack of career development prospects in rural areas , the evacuation of resources in rural areas forms a vicious circle . slower.

3.3. It is Difficult to Use Talents

The difference in living environment between urban and rural areas is large , and rural areas are less attractive to talents. Compared with cities , there is a large gap in rural human settlements in terms of policies, treatment, housing, transportation, education, medical care and other basic living facilities. Although the rise of vocational education has brought new vitality to the front line of agriculture for a period of time , the efficiency of agriculture is low. Peasants see no hope of farming and are unwilling to learn how to farm and work on the land. Most of the young and middle-aged farmers have embarked on the road to work. Talents must be attracted , retained and used well. The first way to solve this problem is to establish an incentive mechanism for talents to participate in rural revitalization , and make the countryside a good platform for more young talents to participate in rural revitalization. Show their talents and ideals. The sense of urgency and initiative in talent identification work is not strong enough , the understanding of the concept of talent is relatively narrow , and the strength is not strong enough to retain talents.

4. Empirical Analysis of Factors Influencing Talent Return Boosted by Industrial Innovation

4.1. Survey Purpose and Assumptions

This empirical analysis analyzes the results of the questionnaire survey on the factors of talent return in Bozhou City, Anhui Province, and uses multiple related sample tests to ensure the scientificity and regularity of the factors of talent return. The main purpose is to investigate whether the influence of different factors related to brain return in Bozhou City, Anhui Province is equal, the role of each influencing factor in brain return, and to what extent it affects brain drain and recovery. Through the analysis, we can provide the following points to provide a scientific basis for the development of Bozhou City in Anhui Province to put forward corresponding countermeasures and suggestions. Based on this, the research hypotheses of this paper are as follows:

H_0 : There is no significant difference in the influencing factors of talent return in Bozhou City, Anhui Province

H_1 : There are significant differences in the factors affecting the return of talents in Bozhou City, Anhui Province

4.2. Selection of Sample Standards

The talent standards selected by the research objects are based on the statistical standards of talent information in the new era: 20-26 years old, 26-31 years old, 32-37 years old, 38-43 years old, 44-49 years old, 50- 55 years old and above; according to the level of education, they can be divided into junior high school and primary education group, university and continuing education group, and according to working time, they can be divided into below 2 years, 2-4 years, 5-8 years, 9-16 years, 17-32 years old and over 32 years old are the working years, and strict standards such as professional diplomas and professional titles determine the ability. Whether to return talents is determined according to their current work and place of residence, family and previous workplace.

4.3. Implementation

Based on the purpose of the survey and the geographical breadth of the survey objects, this questionnaire adopts a convenient and fast online questionnaire method. A total of 2,000 online questionnaires were distributed and 1,698 were returned, accounting for 84.9% of the total. Among them, 1,650 valid questionnaires included seven provinces, municipalities, and autonomous regions including Anhui, Henan, Zhejiang, Jiangsu, Shanghai, Hubei, and Shandong. Accounted for 97.2% of all returned questionnaires .

Table 1. Basic situation of talent return survey

gender	location								
		Anhui	Henan	zhejiang	Jiangsu	Shanghai	Hubei	Shandong	total
male	total men	312	144	88	112	68	68	96	964
	Proportion of the total sex population in each province (%)	32.37	14.94	9.13	11.62	7.05	7.05	9.96	100
	Proportion of the number of men in each province to the total (%)	18.89	8.72	5.32	6.78	4.12	4.12	5.81	58.35
female	total number of women	244	112	56	48	40	48	52	648
	Proportion of the total sex population in each province (%)	37.65	17.28	8.64	7.41	6.17	7.41	8.02	100
	Proportion of the number of men in each province to the total (%)	14.77	6.78	3.39	2.91	2.42	2.91	3.15	39.22
total	total total	576	260	144	160	108	116	156	1652
	Proportion of each province's total to the total (%)	34.87	15.74	8.71	9.7	6.54	7.02	9.44	100

Table 2. The proportion of each factor in the return of talents in Bozhou City, Anhui Province

sample	area						
	Anhui	Henan	zhejiang	Jiangsu	Shanghai	Hubei	Shandong
living environment	37.93	46.15	35	29.17	30.77	40.74	33.33
social economy	58.62	74.36	60	56.94	63.08	66.67	52.78
housing conditions	34.48	20.51	10	12.50	21.54	14.81	11.11
Perfect policy	3.45	7.69	7.5	5.56	3.08	3.70	5.56
Research atmosphere	37.93	30.7	55	43.06	38.46	33.33	47.22
System guarantee	17.24	10.26	20	13.89	9.23	14.81	11.11
industry environment	13.79	25.64	15	12.5	3.08	7.41	19.44
Talent Planning	27.59	28.21	27.5	27.78	36.92	18.52	30.56
Salary and benefits	72.41	74.36	62.5	59.03	67.79	77.78	77.78
job security	6.90	5.13	2.5	14.58	10.77	3.70	5.56
career prospects	24.14	48.72	47.50	52.08	46.15	37.04	27.78
work incentives	6.90	2.56	17.50	5.56	1.54	11.11	11.11
leadership recognition	31.03	15.38	20	23.61	29.23	18.52	19.44
return home	10.34	5.13	12.5	19.44	12.31	3.70	13.89
interpersonal communication	3.45	2.56	2.50	12.50	10.77	0.00	8.33
sense of belonging	48.28	23.08	22.50	29.86	29.23	48.15	41.67
sense of responsibility	13.79	12.82	20.00	11.81	9.23	29.63	22.22
other	0	2.56	0	2.08	0	0	2.78
total	100	100	100	100	100	100	100

4.4. Diversity Analysis

In Bozhou City, Anhui Province, a multi-sample hypothesis test was conducted on the network survey of brainwashing from different regions. The purpose is to verify whether the factors of talent return are consistent with the focus of talents in different provinces and cities in Bozhou, so as to propose the countermeasures of talent return in different regions of Bozhou City, Anhui Province. Multiple-sample hypothesis testing is used to test whether there is a difference between the samples of n studies. The multi-sample hypothesis tests used in this study mainly include: KendallW test and Friedman test.

The Friedman test is a non-parametric test for multiple related samples, mainly to detect whether there is a significant difference in the overall distribution of k related samples within a rank . The underlying assumption is that the population distributions of the k related samples are not significantly different. SPSS statistical analysis software calculates the test statistic to obtain the probability value P , if P is less than the given significance value, the null hypothesis that the overall distribution of the samples is significantly different is rejected. mutual.

Kendall's W test often tests the consistency of multiple raters' scores, which can select good data or good raters more objectively

build a hypothesis

H_0 : There is no significant difference in the influencing factors of talent return in Bozhou City, Anhui Province

H_1 : There are significant differences in the factors affecting the return of talents in Bozhou City, Anhui Province

4.4.1. Friedman Test: Formula for Establishing the Statistic F

$$F = \frac{12}{nK(K+1)} \sum_{j=1}^K (R_j)^2 - 3n(K + 1) \tag{1}$$

In formula R_jx^2

4.4.2. Kendall W Test : W Indicates the Degree of Correlation between K Samples

$$W = \frac{s}{\frac{1}{12}k^2(N^3 - N)} \tag{2}$$

In formula (2) , s is the sum of the squares of the difference between the investment amount and its average value; k is the number of groups to be ranked; N is the number of classified objects placed there. The W value is between 0 and 1 . The W value is positively correlated with the consistency of the research samples, that is, the higher the W value, the higher the consistency of each research sample, and vice versa.

Multiple related sample tests were carried out for each sample group in Table 2 using SPSS software . The results of Friedman test and Kendall W test are shown in Table 3 . Chi – Square = 105.08 was obtained in Table 3 , and the p value was 0.00 , so it was rejected H_0

Table 3. Test results of multiple correlation samples

	Friedman Test	Kendall's W Test
N	7	7
Chi-Square	105.08	105.08
Df	17	17
Asymp-Sig	0.00	0.00
Kendall'sW		0.883

It can be seen that the factors affecting the return of talents in various regions in Bozhou City, Anhui Province are different . Therefore, when providing strategies for the return of talents in various regions in Bozhou City, Anhui Province , it should be noted that there are certain differences in the influencing factors of employees in different regions. In addition, analyze the inconsistent factors of the return of talents from different places to see if they are consistent. In addition to these inconsistencies, another aspect is the consistency of human resource flows .

4.5. Summary of Analysis Results

It can be seen from the above analysis. First of all, in Bozhou City, Anhui Province, returning talents pay different attention to the factors affecting returning home, which are mainly reflected in social system, self-development and social value requirements. In addition, the influencing factors of the return of talents in Bozhou City, Anhui Province are similar to those of the return of talents in different regions, mainly the socio-economic environment, such as the salary incentive system, the importance of the living and working environment, such as the local scientific research investment and academic research atmosphere, These are the first factors that affect factor returns. According to the above analysis, the countermeasures for the return of talents should focus on the socio-economic environment, such as the salary incentive system, and the living and working environment, such as the local scientific research and academic research atmosphere. Different levels of competence consider important self-actualization strategies.

5. Conclusion and Policy Recommendations

5.1. Increase Policy Support

Revitalize the stock of rural talents , focus on digging deep and enriching the " circle of friends " of rural construction talents, and expand the talent pool. Establish a " benefit-oriented " talent concept. The country has unique cultural features and folk customs. To promote the

implementation of the rural revitalization strategy , we must take the overall situation into consideration and have a long-term perspective. Local people who love agriculture and agriculture will help. Township organizations at all levels should be good at going deep into fields, streets and alleys , listening to the voices of the masses , and examining local needs. In terms of talent recruitment , try to reduce hard restrictions such as titles, education background, gender, region, and age. Focus on " one industry, one policy " to attract talents. At present , rural industrial chains such as new agriculture, new energy, and new cultural tourism continue to develop. Organizations at all levels in townships must take comprehensive precautions , plan scientifically , and attract talents. Attract attractive " leaders " , active " farmers " and technically-savvy " soil experts " through various channels such as talent contests, " new farmers " who are good at management and other practical talents. Incorporated into the rural talent information database, according to the actual technical level and social influence , it is divided into production type, technology type, business type, social service type, and skill type talents for registration and dynamic management. Complete the " Double Recruitment and Double Introduction " activity to introduce talents.

Keep an eye on the " hard bones " , fight the " tough battle " and build a harmonious working relationship. The Human Resources and Social Security Department of Bozhou City resolutely prevents and resolves hidden dangers in labor relations , optimizes the labor market environment to help optimize the business environment , and at the same time comprehensively investigates the implementation of various policies to help enterprises stabilize jobs , establishes enterprise demand accounts , and provides various humanities and social policies. Enjoy it all. In recent years , all six industrial parks in Bozhou City have been approved as " Comprehensive Experimental Areas for Building Harmonious Labor Relations " , and Gujing Group and Jiren Pharmaceutical have been approved as " National Model Enterprises for Harmonious Labor Relations " .

5.2. Optimizing the Environment for the Return of Talents

With " improving quality and efficiency " as the core , we will fight well in the " transformation war " of innovative service concepts . The Human Resources and Social Security Department of Bozhou City implements the policy of " no application , instant access " , so that the human resources and social security welfare policies of enterprises can directly reach enterprises. This method was rated as an excellent reform case in the city in 2021 and one of the top ten reform cases in the province. For high-frequency social security services , the Ministry of Human Resources and Social Security continues to expand the service chain , connect bank outlets with the social security business system , establish 52 bank service outlets , and open 24 social security outlets to meet the needs of enterprises with the greatest convenience and basically cover all of the city. Municipal street. In addition , the human resources and social security departments have also innovatively implemented " one-time pension " . This approach was selected by the Organization Department of the Provincial Party Committee as a typical case of "one reform and two reforms " ;" Impossible Things " applet , and released a " QR code " , enterprises and the public can scan the code to register to report problems. Optimize the development of the " ecosystem " and solve the problem of " lack of vitality " of rural talents . At present , some villages have introduced Talent is easy , but retaining talent is a problem . There are two main reasons : first, some positions give people the feeling of " seeing the end at a glance" , and there is no room for development ; When anxiety arises, if they fail to receive timely counseling and help to take root , they will naturally be passive, slow down and leave their jobs under these complex mentalities over time. To solve the problem of "lack of vitality" of talents, it is necessary to optimize the "ecological circle" of rural talent development and root in the fertile soil for development , Harvest the powerful power of cadres' entrepreneurial spirit in an all-round way. Give " hope " in terms of salary" . Set up a corresponding industry

innovation fund , which is dedicated to R&D innovation, platform construction and patent rewards , and enhances the vitality of talent innovation. At the same time , for special talents , it is necessary to gradually improve the funding for resettlement subsidies, job rewards, talent funding, etc., and fully mobilize Enthusiasm of talents. Strengthen the service work of talents , and give " a head start " in life . Adhere to " the talents are needed, and the organization must respond ", and pay close attention to the psychological state of the talents after they arrive in the countryside.

5.3. Improve the Talent Return Mechanism

Organizational departments should accurately grasp the growth stage and personal situation of rural talents , build a "growth chain" of talent practice through top-level design and grassroots cooperation , and enhance the resistance, reproducibility, and promotion of rural talent growth mechanisms , so that talents can grow in rural areas. On the vast stage of revitalization, we must sharpen our quality, increase our capabilities, and use them at the right time. Focus on educating talents with "talent" , and form a mentoring echelon. Through the talent information database, select outstanding and practical talents in agriculture, medical and health care, education, science and technology, etc. , hire them as mentors , implement paired assistance , and use the "old to new" and "one-to-one" talent training model to build a "teacher to lead" A talent training team with an echelon of "apprentice" and "apprentice-turned-master" to achieve the demonstration effect of "cultivating one and driving one". At the same time , villages with "high-tech and cutting-edge" industries can apply for the support of county and district organization departments , select professional talents to serve at the grassroots level , bring new technologies, new ideas, and new ideas to the frontline of the village , and actively carry out technical consultation and achievement transformation. , forming a good situation of " talented talents " . Focus on cultivating talents with "production" and build a chain training system. Rural organizations should rely on the overall requirements of local industrial development and the main direction of attack in key areas, Cultivate innovation chains and talent chains around the industrial chain. Carry out "point-to-point" training through industry pairing .

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