

Research on the Competitiveness of Talents under the Reform of Household Registration System

-- Take the New First-tier Cities as an Example

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Abstract

In recent years, the structural imbalance between talent supply and talent demand in China has been particularly prominent, and subsequently the issue has received close attention, while the countermeasures to correct the structural imbalance between talent supply and demand in new first-tier cities are the focus of attention. This project focuses on the structural imbalance between talent demand and talent supply and demand in new first-tier cities under the reform of the new household registration policy and the real challenges, outstanding problems and the current situation introduced in the study of its correction, analyzes in depth from the economic environment, living environment, scientific and educational environment and public environment, constructs an evaluation system to evaluate each city's ability to attract competition, and uses factor analysis to make a comprehensive score of the talent competitiveness of new first-tier cities We also use factor analysis to rank the competitiveness of each city, and compare the advantages and disadvantages of each city in each index. On this basis, we propose rationalized policy suggestions and feasible specific measures to achieve a structural balance between talent supply and talent demand.

Keywords

Household Registration System Reform; Talent Demand; Talent Supply; New First-tier Cities; Factor Analysis.

1. Background and Significance of the New Household Registration Policy

The new household registration policy refers to the introduction of corresponding household registration policies by some cities to attract outstanding talents (including highly educated and skilled talents, mainly university graduates, international students, skilled workers with vocational qualifications, innovative entrepreneurs, etc.), relax the conditions for talent settlement, and introduce a variety of preferential policies related to the new household registration policy to promote the reform of the household registration system [1], so as to attract outstanding talents to migrate and settle for development.

In recent years, with the in-depth implementation of the reform of the household registration system, many cities have introduced new policies for settling talents, which has produced strong social repercussions. The implementation of the new policy of talent settlement is, on the one hand, to respond to the national policy of accelerating the reform of the household registration system and, on the other hand, to increase the city's On the other hand, it is to increase the human resources of cities, improve the demographic dividend, improve the

demographic structure, and accelerate economic development [2]. In order to attract more human resources, the new first-tier cities have also issued welfare assistance policies for college graduates regarding household registration, housing, and entrepreneurship to recruit elites from all walks of life and inject new vitality into urban development.

The reform of household registration system is related to the vital interests of hundreds of millions of people, and therefore, it has always touched people's hearts. As the most basic form of social management, the reform of household registration system is undoubtedly of great significance in the roadmap of the new round of reform, with the significance of "one piece falling and the whole plate alive" [3].

2. The Current Situation of Talent Introduction in New First-Tier Cities under the New Household Registration Policy

As we all know, before the implementation of the new policy on household registration, there were severe restrictions on foreigners settling in first-tier cities, and most people chasing after a lifetime of trying to settle in big cities were unsuccessful. The first-tier cities like Shanghai are flooded with people every year, and almost all kinds of talents tend to be saturated, so it is even more difficult to get a hukou in such a city. The city has a large number of people who want to get a hukou.

The rise of new first-tier cities has provided more choices for people. At the same time, the development and construction of new first-tier cities need all kinds of talents. Under the new household registration reform, the main way to introduce talents to new first-tier cities now is to provide local college graduates and special talents with certain skills with the opportunity to settle down, by giving relevant preferential policies and subsidy policies, such as preferential housing purchase and rental housing, as well as relevant salary subsidies. The introduction of talent has been very effective and has led to great achievements and breakthroughs.

More and more people are flocking to the new first-tier cities, but as more and more talent is brought in, problems arise.

First of all, places fail to accurately locate the required talents and blindly introduce talents to the extent that they are not beneficial to local development, resulting in a huge waste of resources. Especially when competing with other cities for certain scarce and special talents, if they do not accurately locate whether they can contribute to the development of the city, they blindly join the competition, which will not only cause a waste of resources and economic burden, but also lead to residents' distrust of the government, which is a problem that all new first-tier cities need to pay attention to when introducing talents.

Local talent and the contradiction of the introduction of talent. It is often said that the experts in the people, which requires departments to focus on mining and training of local talent, do not think that only the introduction of talent to solve the problem, sometimes you have their own side can solve the problem of master talent. The introduction of talent would have intensified the competition for jobs, and usually the introduction of talent will be given high salaries and high treatment, so at the same time must not ignore the local talent, they should also have the same treatment, to treat every talent fairly. And the government, as the leader of the city should be fair to every talent who has contributed to the development and construction of the city. If they are not treated fairly, talent loss is inevitable, and more importantly, they lose the hearts and minds of the people, and fair competition is the key to attracting and retaining talent at all times.

A population boom will lead to a shortage of urban resources. Both space and public resources such as food, health and medical care will be under tremendous pressure, and the city's population will reach saturation at a limit just like the environmental capacity, once exceeded,

the whole ecosystem will face the risk of collapse. The shortage of infrastructure resources will affect people's happiness index and reduce their sense of belonging to the city.

The issue of the efficiency of implementing the salary of the treatment given to the talent. To be able to retain talents, the promised conditions should be implemented as soon as possible. This is the most basic trust between people. Otherwise, there will be no credibility to the outside world, which is very unfavorable to the long-term introduction of talent.

The development environment of talent introduction is not ideal. The poor economic and social development environment and the lack of development opportunities and platforms are important reasons for the willingness of the introduced talents to develop locally. Although superior security conditions are an important factor in attracting talents, the influence of the general environment (slow development of high-tech enterprises, especially the lagging development of finance, Internet and other talent-intensive industries, the massive loss of relevant talents, and the restricted development opportunities for talents to realize their own value have caused a large number of talents to flock to other cities [4].

3. Analyzing the Factors Affecting the Competitiveness of Talent in New First-tier Cities

Talent is the root of a city and an important source of urban development. In the ancient and modern times, talents are everywhere and drive the development of the whole city. Talent exists in all aspects of city development, they shuttle in different fields, such as in management, technology, skills, business, education, etc. Because of the talent, all aspects can progress and the city develops more rapidly. New Tier 1 cities need to cultivate and introduce all kinds of talents if they want to compete in the future. For the attraction of talents, the environment of the new first-tier cities is very important. Next, we will analyze the economic environment, living environment, scientific and educational environment, and public environment of the new first-tier cities in four aspects.

3.1. Economic Environment

As the name implies, the economic development of the new Tier 1 cities affects the salary of talents. The level of economic development of a city is directly linked to the salary of talents, which is the basic indicator of the city. The economic environment of a city is reflected in the level of economic development and economic structure. The level of economic development of a city reflects the state of the city's economic development and the potential of the city's development. The high level of the city's economic development can lead to the optimization of the economic system, improve the marginal productivity of human capital, increase the attractiveness of the city to talents, create a good basis for the accumulation of talents, accelerate the pace of knowledge innovation and technological progress, and promote the improvement and optimization of the regional economic environment [5].

3.2. Living Environment

The living environment is the physical environment in the natural and social environment [6]. The rapid rise of new first-tier cities is favored by more and more talents. Each of these cities has its own characteristics, and the improved environmental comfort and cultural atmosphere are also very attractive to talents. Qingdao, for example, is the world city of beer and the city is clean, beautiful and stylish. Similarly, the physical environment of a city depends on its cost of living and talent policy subsidies, and the cost of living is best expressed visually by the price of goods and housing. Cities with low prices and housing costs generally have a high happiness index, a strong sense of belonging, and the ability to retain talent, such as Chengdu, which has won the 14th China's most happy city. Similarly, the governments of new first-tier cities will

also give generous talent incentive subsidies to attract talent to settle in the city and promote rapid development.

3.3. Scientific and Educational Environment

Science and education environment is the scientific education environment. The education level of a city is most directly reflected in the number of colleges and universities and the strength of teachers. On the one hand, colleges and universities are an important channel for talent transfer. For example, Dongguan and Foshan have strong economic strength, but there are few local colleges and universities, so they can only introduce talents from abroad. On the other hand, considering the education of talents' children, the education level, teachers' strength and teaching equipment are important factors for talents to stay in the city, especially in the number of universities, especially the double-class universities, advanced teachers and teaching equipment.

3.4. Public Environment

The public environment is simply a place that faces the outside world. For cities, it is the appearance of urban construction and the construction of transportation, medical care, schools and other public infrastructure within the city. The urban landscape of a new first-tier city is the first impression that foreign talents have of the city. The beautiful urban ecological environment is a beautiful card for new first-tier cities to attract outstanding talents to settle and gather high-end industries, to enhance the urban landscape of the central city on the basis of good urban construction, to attract talents and wisdom with a beautiful urban ecological environment, and to help the city move towards high-quality development.

The introduction of talents in new first-tier cities can also lead to a shortage of public resources and some infrastructure. We need to pay more attention to the construction of urban infrastructure, such as power supply facilities, drainage and water supply facilities, road and railroad construction and bridge building, Internet WiFi and communication base stations, etc., and strengthen the linkage of various departments to keep the city running normally at all times. The sense of belonging and happiness of talents can be enhanced to a great extent.

4. Comprehensive Evaluation of Talent Attracting Ability of New Tier 1 Cities

4.1. Evaluation Subject Data Source

For the comprehensive evaluation of multiple indicators, dozens of evaluation methods are proposed at home and abroad, and according to the different methods of determining weights, we usually use principal component analysis, hierarchical analysis, TOPSIS evaluation method, factor analysis and fuzzy comprehensive evaluation method. The evaluation index coefficients of talent competitiveness of new first-tier cities can be determined by these methods as well. However, each evaluation method has a different focus, and each has advantages and disadvantages when conducting specific analysis of comprehensive evaluation problems. Therefore, we have to choose the most suitable evaluation method according to specific needs. Up to now, China's new first-tier cities are Chengdu, Chongqing, Hangzhou, Xi'an, Wuhan, Suzhou, Zhengzhou, Nanjing, Tianjin, Changsha, Dongguan, Ningbo, Foshan, Hefei and Qingdao, a total of 15 cities. As we know, New Tier 1 cities are cities other than Tier 1 cities, which have the highest economic strength and development level in China, and these cities have the most resources gathered, attract a large number of scientific and cultural talents, and can represent the overall scientific and cultural level of China. In this paper, the new first-tier cities are used as the evaluation objects, and the data sources are the National Bureau of Statistics - Local Bureau of Statistics, and the latest statistical yearbooks of each state and city. Since the

statistical data progress of each local city is not uniform, the latest data is the statistical yearbook of 2021-2022. According to the need, the data in the statistical yearbooks are screened and processed

The results are shown in the following table.

Table 1. Data pre-processing for the new first-tier city variables

New Tier 1 Cities	Regional GDP (billion)	Value added of tertiary industry (billion)	Number of employed persons (million)	Number of general undergraduate and college students (million)	Per capita disposable income (yuan)	Public expenditure on science and technology (billion)
Chengdu	17716.67	11643.00	1143.32	93.22	48593	109.6375
Chongqing	2789.02	14787.05	1668.27	61.16	33803	92.6407
Hangzhou	18109.42	12287.31	759.68	58.45	67709	179.6737
Xi'an	10020.39	6379.37	664.45	78.39	35783	23.2684
Wuhan	15616.06	9656.41	603.79	106.72	50362	152.6677
Suzhou	22718.34	11655.80	344.60	20.11	69698	236.8700
Zhengzhou	12691.00	7470.00	679.50	127.38	42887	69.0700
Nanjing	16355.33	10148.74	296.60	75.74	73593	108.2600
Tianjin	15695.05	9615.37	641.00	58.34	47449	103.9700
Changsha	12142.52	6979.79	555.62	69.74	39133	55.4502
Dongguan	10855.35	4501.28	717.94	13.82	62126	32.8289
Ningbo	14594.90	7241.50	600.10	17.41	65436	131.2319
Foshan	12156.54	5139.04	600.90	15.32	61700	101.6600
Hefei	11412.80	6890.54	166.27	83.66	46009	137.7368
Qingdao	14136.46	8596.07	527.70	45.72	51223	51.3252
New Tier 1 Cities	R&D internal funding expenditure (billion)	Number of R&D personnel (million)	Number of patents granted (pieces)	Medical and health institutions (a)	Public library collections (million)	Number of museums (pcs)
Chengdu	551.3993	2.2674	108386	11954	122.80	97
Chongqing	526.7944	16.6227	36524	21361	2340.69	111
Hangzhou	666.9900	13.8110	122520	5633	10492.30	86
Xi'an	481.7559	12.9558	45407	7129	797.70	133
Wuhan	198.6283	4.7023	58923	6446	1836.13	90
Suzhou	670.1900	15.1200	107653	1989	2698.40	45
Zhengzhou	276.6726	10.9037	7938	6270	488.84	109
Nanjing	482.4800	11.9500	91964	3451	904.17	72
Tianjin	574.3300	16.6037	97910	6076	2282.00	69
Changsha	210.7737	5.5966	14423	4681	15967.00	16
Dongguan	405.6145	17.9068	94573	3434	1254.00	53
Ningbo	328.5632	12.9571	72390	4787	1241.00	11
Foshan	298.0700	9.8476	14340	2532	837.56	28
Hefei	394.5741	11.7307	53843	3543	833.02	44
Qingdao	57.0645	1.3603	57696	4586	889.66	108

The variables in the table were subjected to descriptive statistics and the results were as follows.

Table 2. Descriptive statistics of variables

Variable Name	Sample size	Average value	Standard deviation	Median
Regional GDP (billion)	15	13800.66	4505.45	14136.46

Value added of tertiary industry (billion)	15	8866.08	2882.66	8596.07
Number of employed persons (million)	15	664.65	356.36	603.79
Number of general undergraduate and college students (million)	15	61.68	34.61	61.16
Per capita disposable income (yuan)	15	53033.60	12821.90	50362.00
Public expenditure on science and technology (billion)	15	105.75	57.14	103.97
R&D internal funding expenditure (billion)	15	408.26	179.46	405.62
Number of R&D personnel (million)	15	10.96	5.24	11.95
Number of patents granted (pieces)	15	65632.67	37353.08	58923.00
Public library collections (million)	15	2865.69	4393.16	1241.00
Medical and health institutions	15	6258.13	4814.73	4787.00
Number of Museums	15	71.47	37.53	72.00

4.2. Data Pre-processing

Since the relevant data units of the filtered evaluation objects are different and cannot be compared directly, we need to dimensionlessly process the data in order to facilitate the subsequent evaluation.

Table 3. Dimensionless processing results

New Tier 1 Cities	Regional GDP (billion)	Value added of tertiary industry (billion)	Number of employed persons (million)	Number of general undergraduate and college students (million)	Per capita disposable income (yuan)	Public expenditure on science and technology (billion)
Chengdu	0.75	0.69	0.65	0.70	0.37	0.40
Chongqing	0.00	1.00	1.00	0.42	0.00	0.32
Hangzhou	0.77	0.76	0.40	0.39	0.85	0.73
Xi'an	0.36	0.18	0.33	0.57	0.05	0.00
Wuhan	0.64	0.50	0.29	0.82	0.42	0.61
Suzhou	1.00	0.70	0.12	0.06	0.90	1.00
Zhengzhou	0.50	0.29	0.34	1.00	0.23	0.21
Nanjing	0.68	0.55	0.09	0.55	1.00	0.40
Tianjin	0.65	0.50	0.32	0.39	0.34	0.38
Changsha	0.47	0.24	0.26	0.49	0.13	0.15
Dongguan	0.40	0.00	0.37	0.00	0.71	0.04
Ningbo	0.59	0.27	0.29	0.03	0.79	0.51
Foshan	0.47	0.06	0.29	0.01	0.70	0.37
Hefei	0.43	0.23	0.00	0.61	0.31	0.54
Qingdao	0.57	0.40	0.24	0.28	0.44	0.13
New Tier 1 Cities	R&D internal funding expenditure (billion)	Number of R&D personnel (million)	Number of patents granted (pieces)	Medical and health institutions	Public library collections (million)	Number of Museums
Chengdu	0.81	0.05	0.88	0.51	0.00	0.70
Chongqing	0.77	0.92	0.25	1.00	0.14	0.82
Hangzhou	0.99	0.75	1.00	0.19	0.65	0.61
Xi'an	0.69	0.70	0.33	0.27	0.04	1.00
Wuhan	0.23	0.20	0.44	0.23	0.11	0.65

Suzhou	1.00	0.83	0.87	0.00	0.16	0.28
Zhengzhou	0.36	0.58	0.00	0.22	0.02	0.80
Nanjing	0.69	0.64	0.73	0.08	0.05	0.50
Tianjin	0.84	0.92	0.79	0.21	0.14	0.48
Changsha	0.25	0.26	0.06	0.14	1.00	0.04
Dongguan	0.57	1.00	0.76	0.07	0.07	0.34
Ningbo	0.44	0.70	0.56	0.14	0.07	0.00
Foshan	0.39	0.51	0.06	0.03	0.05	0.14
Hefei	0.55	0.63	0.40	0.08	0.04	0.27
Qingdao	0.00	0.00	0.43	0.13	0.05	0.80

4.3. Model Testing

Table 4. KMO test and Bartlett's test

KMO value		0.323
Bartlett's sphericity test	Approximate cardinality	120.581
	df	66
	P	0.000***
Note: ***, **, * represent 1%, 5%, 10% significance levels, respectively		

The value of KMO was 0.323 and the significance p-value of Bartlett's sphericity test was 0.000***, which showed significance at the level, rejecting the original hypothesis that the variables were correlated and the factor analysis was valid to the extent of being highly unsuitable [7]. By adjusting the data variables and exploring the relationships between the factors, a better set of results was finally obtained.

Table 5. KMO test and Bartlett's test

KMO value		0.612
Bartlett's sphericity test	Approximate cardinality	45.949
	df	21
	P	0.003***
Note: ***, **, * represent 1%, 5%, 10% significance levels, respectively		

If it passes the KMO test ($KMO > 0.6$), it indicates that there is a correlation between the question variables, and it meets the requirements of factor analysis;
 If the Bartlett test: $P < 0.05$ is significant, then factor analysis can be performed.

Table 6. Explanation of variance table

Total variance explained						
Ingredients	Explanation of variance before rotation			Explanation of variance after rotation		
	Feature Root	Explanation of variance (%)	Cumulative variance explained (%)	Feature Root	Explanation of variance (%)	Cumulative variance explained (%)
1	3.309	47.274	47.274	274.831	39.262	39.262
2	1.529	21.848	69.122	176.92	25.274	64.536
3	1.092	15.6	84.722	141.302	20.186	84.722
4	0.509	7.269	91.991			
5	0.291	4.154	96.145			
6	0.16	2.279	98.425			
7	0.11	1.575	100			

The results of the KMO test showed that the value of KMO was 0.612, while the results of the Bartlett's spherical test showed that the significance p-value was 0.003***, which showed significance at the level, and the original hypothesis was rejected, and the variables were correlated and the factor analysis was valid.

The above table is a table of total variance explained, which mainly looks at the contribution of factors to the explanation of variables (which can be interpreted as how many factors are actually needed to express the variables as 100%), and if it is too low (e.g., below 60%), the number of factors needs to be adjusted.

In general, the higher the variance interpretation rate, the more important the principal component is, and the higher the weight share should be. The variance explained rate, characteristic root, variance explained rate, and cumulative variance explained rate of the rotated factors are used to solve the principal component formula.

When the number of factors is set to 1, the variance interpretation rate of a single factor does not support rotation, so the variance interpretation rate is empty after rotation.

Table 7. Component matrix

	Component 1	Component 2	Component 3
Regional GDP (billion)	0.283	-0.102	0.055
Number of general undergraduate and college students (million)	-0.014	-0.108	-0.859
Per capita disposable income (yuan)	0.207	0.014	0.576
Public expenditure on science and technology (billion)	0.24	0.139	0.018
R&D internal funding expenditure (billion)	0.13	0.562	-0.071
Number of R&D personnel (million)	-0.038	0.576	0.298
Number of patents granted (pieces)	0.228	0.259	0.136

From the component matrix, we have.

$$F = (0.393 / 0.847) \times F1 + (0.253 / 0.847) \times F2 + (0.202 / 0.847) \times F3 \tag{1}$$

Table 8. Analysis of factor weights

Name	Explanation of variance after rotation (%)	Cumulative variance explained after rotation (%)	Weighting(%)
Factor 1	39.262	39.262	46.342
Factor 2	25.274	64.536	29.832
Factor 3	20.186	84.722	23.826

Table 9. Composite score

Ranking	Row Index	Overall Score	Regional GDP (billion)	Number of general undergraduate and college students (million)	Per capita disposable income (yuan)	Public expenditure on science and technology (billion)	R&D internal funding expenditure (billion)	Number of R&D personnel (million)	Number of patents granted (pieces)
1	Suzhou	1.916	1	0.055	0.902	1	1	0.832	0.87
2	Hangzhou	1.361	0.769	0.393	0.852	0.732	0.995	0.752	1
3	Dongguan	0.693	0.405	0	0.712	0.045	0.568	1	0.756
4	Ningbo	0.662	0.592	0.032	0.795	0.505	0.443	0.701	0.562

5	Nanjing	0.635	0.681	0.545	1	0.398	0.694	0.64	0.733
6	Tianjin	0.587	0.648	0.392	0.343	0.378	0.844	0.921	0.785
7	Foshan	-0.039	0.47	0.013	0.701	0.367	0.393	0.513	0.056
8	Chengdu	-0.154	0.749	0.699	0.372	0.404	0.806	0.055	0.877
9	Hefei	-0.308	0.433	0.615	0.307	0.536	0.55	0.627	0.401
10	Chongqing	-0.451	0	0.417	0	0.325	0.766	0.922	0.249
11	Xi'an	-0.703	0.363	0.569	0.05	0	0.693	0.701	0.327
12	Wuhan	-0.745	0.644	0.818	0.416	0.606	0.231	0.202	0.445
13	Qingdao	-0.934	0.569	0.281	0.438	0.131	0	0	0.434
14	Changsha	-1.252	0.469	0.492	0.134	0.151	0.251	0.256	0.057
15	Zhengzhou	-1.268	0.497	1	0.228	0.214	0.358	0.577	0

The above table shows the principal component weight analysis of the factor analysis based on the loading coefficients and other information, which is calculated by the formula: variance explained rate / cumulative variance explained rate after rotation. The results of the weight calculation of the factor analysis show that the weight of factor 1 is 46.342%, the weight of factor 2 is 29.832%, and the weight of factor 3 is 23.826%, where the maximum value of the indicator weight is factor 1 (46.342%) and the minimum value is factor 3 (23.826%).

4.4. Model Results

The factor analysis method yielded that Suzhou has the highest overall score among the new first-tier cities in terms of talent competitiveness and is the most attractive for talent. The three most influential factors of talent competition are medical and health institutions, public library collections, and the number of museums. This indicates that a city's cultural heritage nurtures the cultivation of talents and also attracts them for long-term development, while health institutions and medical conditions provide health assurance for high-level talents.

5. Conclusion and Recommendations

5.1. Conclusion

The structural imbalance between China's talent supply and talent demand is particularly prominent, especially in the new first-tier cities, and the reform of the household registration system has the significance of "a son falling and a full plate alive", correcting the real challenge of structural imbalance between talent supply and talent demand. With the deepening of the reform of the household registration system, more and more cities have introduced new policies for talent settlement, which has generated strong social repercussions. The implementation of the new policy of household registration, on the one hand, responds to the national policy and accelerates the reform of the household registration system, and on the other hand, increases the human resources of the city, improves the demographic dividend, improves the demographic structure and accelerates the economic development. In order to attract more talents to settle in the cities, the new first-tier cities have released subsidized welfare policies involving hukou, housing, and entrepreneurship for college graduates and recruited elites from all walks of life, injecting new vitality into urban development [8]. However, at the same time, there are also many problems, such as the failure of localities to accurately locate the required talents, the contradiction between local and imported talents, the population surge that can lead to a shortage of urban resources, the problem of implementing the efficiency of treatment and salary piled up on talents, and the unsatisfactory environment for the development of talent introduction.

For the attraction of talents, the economic environment, living environment, scientific and educational environment, and public environment of the new first-tier cities are particularly

important, and the provision of these four aspects of the environment can enhance the sense of belonging and happiness of talents.

Based on 2021-2022 NBS-LBS statistics on new first-tier cities, this paper derives a comprehensive scoring ranking through factor analysis and compares cities' strengths and weaknesses in each indicator, among which health care institutions, public library collections and the number of museums are the three most important factors in talent competition, reflecting the city's cultural heritage and health assurance in introducing talent to new first-tier cities. The city's cultural heritage and health assurance have the strongest attraction in bringing in talents.

5.2. Recommendation

New Tier 1 cities need to pinpoint the talent they need. First, new Tier 1 cities need to be clearly aware of which research areas are weak in basic and applied research, what professional talents are involved, and in what areas they need to make up for the shortcomings. Secondly, new Tier 1 cities should precisely match the talents they need by using scientific and effective talent supply and demand analysis tools based on big data to precisely identify long-term and medium-term talent needs, then precisely collect research information from overseas universities and domestic universities, establish close relationships with universities, strengthen publicity and communication, and encourage young students to come to their cities to contribute.

It is important to focus on retaining talent after bringing it in. Once the new policy is promulgated, localities should implement good measures to comply with the policy content and maintain credibility to outsiders. First, the new first-tier cities should reduce the pressure of residency of talents, improve their income level, and also pay attention to their needs to create a social atmosphere of respecting talents [9]; second, the new first-tier cities should improve the level of economic development, improve the employment development environment and strengthen the information construction of talents; finally, the new first-tier cities should also improve the natural environment of the city and the living environment of talents.

Multi-pronged approach to enhance the soft power of the new first-tier cities. Each new first-tier city has its own image brand, which is the attractiveness and influence generated by its uniqueness. The new first-tier cities need to explore their own advantages and build their characteristic urban soft power. Use the cultural resources, tell the story of the city's cultural characteristics to the outside world, through the establishment of rules and regulations to strengthen the cohesion, attractiveness, competitiveness and influence of the city, to help enhance the overall soft power of the city, a brand of charming city will quickly rise, competitiveness, reputation will continue to improve, the city will be more elegant.

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