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**| RESEARCH ARTICLE**

**A Study on the Scale, Structure and Development Countermeasures of “New Employment Forms”**

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**| ABSTRACT**

With the rapid development of the global economy and the continuous advancement of technology, new forms of employment are gradually becoming one of the highlights in modern society. New forms of employment refer to emerging occupations and work styles different from traditional forms of employment. These new forms of employment have attracted increasing attention and favor for their flexibility, innovation, and adaptability. This paper explores the scale, structure and development countermeasures of new employment forms in the US, aiming to provide lessons and inspiration for China's employment policy making and talent development.

**| KEYWORDS**

New Employment Forms; Scale; Structure; Development Countermeasures

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**1. Introduction**

In the context of the information age, new forms of employment continue to emerge around the world, which have had a huge impact on traditional employment models. Compared with traditional employment relationships, new forms of employment are more flexible and diverse, providing people with more employment opportunities and development space. In this context, understanding the scale, structure, and development countermeasures of new employment forms in the US is of great significance for in-depth research and dealing with the challenges of new employment forms.

**1.1 Definition and Classification of New Employment Forms in the US**

In the context of the era of globalization and technological progress today, new forms of employment in the US are gradually emerging, providing people with new employment opportunities and development space. These emerging employment forms have not only changed traditional career ideas but have also had a profound impact on the social and economic structure. New employment forms in the US refer to a series of emerging employment forms and types of occupations different from traditional employment forms. These employment forms are often closely linked to technological innovation, social change, and the development of emerging industries. Compared to traditional employment relationships, the new employment forms in the US are more flexible and diverse, focus on individual creativity and autonomy, and also bring new challenges and problems [Dosi,1982].

According to the characteristics of employment forms and occupation types, new employment forms in the US can be divided into the following categories:

1. Freelancers: Freelancers are people who work independently for a professional purpose and who do not rely on traditional employment relationships but instead provide services to clients based on their skills and experience. These people usually include

independent designers, photographers, writers, translators, etc. They can find clients and projects through online platforms or with their own personal brand.

2. Virtual office workers: Virtual office workers are people who can work remotely. They don't need to actually work at the company but instead communicate and collaborate with the team via the Internet and electronic devices. These people usually include remote programmers, Internet marketers, online educators, etc. Virtual office workers can work from anywhere, regardless of time and space, having more freedom and flexibility.

3. Sharing economy practitioners: Sharing economy practitioners refer to those who are engaged in economic activities through sharing economy platforms, through which they can provide various services, such as taxis, renting houses, housekeeping, etc. These people usually include online car-hailing drivers, homestay landlords, and part-time delivery workers. Through platform matching and scheduling, sharing economy practitioners achieve efficient use of resources and increased income.

4. Entrepreneurs: Entrepreneurs are people with a sense of innovation and an entrepreneurial spirit who achieve their professional goals and financial interests through their own entrepreneurial projects. These people usually include tech entrepreneurs, social entrepreneurs, founders of startup companies, etc. Entrepreneurs face risks and uncertainties, but they also have the chance to reap greater rewards and fulfillment.

The above is only a partial classification of the new employment forms in the US; in fact, there are many other forms and types of occupations. These emerging forms of employment provide people with more choices and opportunities while challenging traditional employment models and labor relationships. Therefore, we need to continuously pay attention to and study the development trends and the impact of new employment forms in the US to adapt to and lead this new era of employment.

## **2. The Scale of the New Employment Forms in the US**

First, the rise of the Internet economy has led to the continuous emergence of new employment opportunities. In the past, the way people worked mainly focused on traditional physical businesses, but now, a growing number of people are choosing to find employment opportunities in virtual spaces. The rise of Internet platforms, such as Uber and Airbnb, has provided people with more flexible employment options. These platforms closely link supply and demand and achieve efficient allocation of resources with the help of Internet technology. This new employment pattern not only brings more choices to job seekers but also provides enterprises with more room for development [Freeman, 1988].

Second, the rise of the sharing economy has also provided strong support for the expansion of the scale of new employment forms in the US. The sharing economy is based on sharing as the core concept. By sharing resources and services, it has the potential to maximize the use of resources. Such forms as bike sharing, shared office space, and car sharing are rapidly emerging in the US, bringing more convenience and economic benefits to people. At the same time, these sharing economy platforms have also created a large number of employment opportunities, such as bike-sharing maintenance workers, shared office space managers, etc. These new forms of employment have not only changed people's lifestyles but also injected new vitality into economic development. Furthermore, telecommunication is also an important part of America's new employment pattern. With the rapid development of information technology, more and more work can be done remotely via the Internet. Telecommunication not only saves people commuting time, reduces traffic congestion and environmental pollution, but also provides people with a more flexible way to work. The rise of telecommunication has not only changed traditional work models but also provided people with more work opportunities. Through telecommunication, people can work from home or anywhere with a network connection, no longer limited by time and space. This new form of employment has not only improved work efficiency but also boosted employee satisfaction.

However, the expansion of the scale of new employment forms in the US has also brought about some challenges and problems. First, the flexibility and uncertainty of the new employment forms increase risks for workers. Compared to traditional fixed jobs, new forms of employment often do not come with stable income and welfare guarantees, and workers need to bear their own risks. Secondly, the supervision and legal norms of new employment forms are relatively lagging behind, and some illegal activities and disputes are prone to occur. In order to protect the rights and interests of workers, the US government needs to strengthen supervision and regulation of new forms of employment to ensure that the legitimate rights and interests of workers are protected.

## **3. Structure of the New Employment Forms in the US**

### ***(1) Macroscopic structure***

With the continuous advancement of technology and the rapid development of society, emerging industries and occupations continue to emerge, bringing more possibilities to people's employment choices. The structure of these new forms of employment reflects not only economic changes but also the diversity of social and individual needs. First, the structure of the new employment

forms shows a high degree of flexibility. The traditional 9-5 work model is gradually being broken, and people can choose different working hours and places to work according to their wishes and abilities. For example, the emergence of forms such as telecommunication, freelancing, and part-time work has enabled people to better balance work and life and improve their work efficiency and quality of life. This flexible structure not only meets the individual needs of modern people but also promotes diversity and innovation in the work environment.

Second, the structure of the new employment forms is highly specialized and technicalized. With the rapid development of technology, many emerging industries and occupations require people to have higher professional knowledge and skills. For example, jobs in such fields as artificial intelligence, big data analysis, and blockchain technology require professional knowledge and technical skills. This specialized and technicalized structure requires people to continuously learn and improve themselves, adapt to rapidly changing social needs, and maintain their competitiveness. Furthermore, the structure of the new employment forms is also highly innovative and entrepreneurial. Entrepreneurship has become the choice of a growing population who hope to create better employment opportunities through their own efforts and innovation. The structure of innovation is reflected not only in the emergence of startups but also in the reform and innovation of traditional industries. Many companies began to focus on R&D and innovation and introduced more competitive products and services to adapt to the changing market demand. This innovative structure not only promotes economic development but also provides people with more employment opportunities and development space.

Finally, the structure of the new employment forms is also highly international and intercultural. Globalization has led to more frequent international exchanges and cooperation, and the development of many occupations and industries has transcended national borders. For example, the emergence of multinational companies and the rise of cross-border e-commerce have enabled people to work and start businesses in different countries. This international and intercultural structure requires people to have the ability to communicate and cooperate with people from different cultural backgrounds, have a broad international perspective, and a global vision.

## **(2) Microstructure**

The structure of the new employment forms is diverse. Taking the US as an example, it not only has a diversified job market but also highlights the influence of innovation and technology. In this digital age, new careers and job opportunities are emerging rapidly, providing people with unprecedented choices.

First, the booming technology industry has brought tremendous changes to America's job market. The rapid development of the Internet has spawned many Internet companies and startups, such as Google, Facebook, and Amazon. These tech giants have not only created a large number of high-paying jobs but have also become an important force driving social innovation. For example, the emergence of emerging fields such as artificial intelligence, big data, and blockchain technology has provided people with further career choices and development opportunities. In these emerging fields, people can work as data scientists, machine learning engineers, and smart contract developers to contribute to technological progress.

Second, the rise of the sharing economy has also injected vitality into the structure of new forms of employment. Sharing economy platforms such as Uber, Airbnb and Didi Chuxing, as well as various freelance websites such as Upwork and Freelancer, provide people with the opportunity to earn extra income in their spare time. Through these platforms, people can make effective use of their idle resources or skills to achieve resource sharing and value creation. For example, some can rent out their spare room to travelers, others can work as a chauffeur with their own vehicles, and others can get jobs with their own skills and services. These new ways of working give people more choices and flexibility. Furthermore, the wave of entrepreneurship has also boosted the diversification of new forms of employment. More and more young people are choosing to become entrepreneurs and pursue their dreams of starting their own businesses. In the US, the improvement of the entrepreneurial ecosystem and the development of an entrepreneurial culture have provided entrepreneurs with rich resources and support. Entrepreneurs can access capital, mentors, and market opportunities through channels such as incubators, accelerators, and angel investments. At the same time, technology entrepreneurship has also spawned a number of emerging industries, such as artificial intelligence, virtual reality, and biotechnology, providing new development space for entrepreneurs. By starting a business, people can realize their dreams while bringing innovation and economic growth to society.

However, the structure of the new employment forms is also faced with some challenges and problems. First, the rapid development and iteration of technology have led to the need for people to continuously learn and adapt to new skills and knowledge. This can be a huge challenge for traditional practitioners, as they need to continuously transform and update their skills to meet the ever-changing demands of the market. Second, there is also some uncertainty about sharing economy platforms and entrepreneurial risks. People working on sharing economy platforms may face unstable employment and income, while entrepreneurs also need to face market risks and competitive pressure. Therefore, the development of new employment forms

requires the government, enterprises and individuals to work together to establish a good policy environment and social security system to ensure that people can obtain reasonable rights protection and development opportunities in the context of new employment forms.

#### **4. Measures for the Development of New Employment Forms in the US**

##### ***(1) Improving laws and regulations***

First, improving laws and regulations requires strengthening legislation and supervision. In response to the characteristics and problems of emerging employment forms, legislators should conduct timely research and analysis and formulate corresponding laws and regulations. At the same time, the regulatory authorities should strengthen the supervision of new employment forms, establish a sound supervision system, and ensure the effective implementation of various regulations. For example, for workers on sharing economy platforms, relevant laws and regulations can be formulated to clarify their labor relations and protection of rights and interests, and at the same time, strengthen the supervision of the platforms to prevent the rights and interests of workers from being violated.

Second, improving laws and regulations requires a focus on innovation and flexibility. The emergence of new employment forms is often accompanied by new work models and employment relationships, to which traditional laws and regulations may not fully adapt. Therefore, legislators should have an innovative spirit, follow the pace of social development in a timely manner, and formulate flexible regulations for emerging forms of employment [Perez, 2010]. At the same time, attention should be paid to the plasticity of the law so that it can be adjusted and improved at any time. For example, special legal research institutes can be set up to track the development of new employment forms and make corresponding legal suggestions to maintain the timeliness and flexibility of laws. Furthermore, improving laws and regulations also requires strengthening international cooperation and learning from experience. The development of new employment forms is not just a national issue; it is a common challenge on a global scale. Countries should strengthen cooperation, share experiences, and jointly work out solutions. Through international conferences, seminars and other forms, a communication platform can be built to promote communication and cooperation among countries. At the same time, it is possible to learn from the legal experience of other countries, draw on their successful practices, avoid duplication of effort, and improve the efficiency and quality of legislation.

Finally, improving laws and regulations requires increased publicity and education. The emergence of new employment forms is often accompanied by public ignorance and misunderstanding of laws and regulations, resulting in poor enforcement. Therefore, publicity and education on laws and regulations relating to new forms of employment should be strengthened to raise public awareness of laws and their concept of the rule of law.

##### ***(2) Providing entrepreneurship support training***

In the US, as new forms of employment continue to emerge and develop, providing entrepreneurship support training has become an important method. Entrepreneurship support training not only helps entrepreneurs master entrepreneurial skills but also strongly supports their entrepreneurial path with relevant resources and networks. There are various methods of entrepreneurship support training, one of which is the entrepreneurship mentoring system. In this system, experienced startup mentors will establish close partnerships with entrepreneurs and provide personalized guidance and training. Entrepreneurship mentors help entrepreneurs solve problems, plan development directions, and provide practical advice and support by sharing their own entrepreneurial experience and knowledge [Shen, 2020]. The entrepreneurship mentoring system not only enhances the professionalism of entrepreneurs but also cultivates their innovative thinking and problem solving skills. Another method is entrepreneurship lectures and seminars. These events are usually hosted by professionals or successful entrepreneurs who share their own entrepreneurial experience and introduce entrepreneurial knowledge and skills. Entrepreneurship lectures and seminars can not only help entrepreneurs understand the basic concepts and processes of starting a business but also stimulate their entrepreneurial enthusiasm and broaden their thinking and vision. Through communication and interaction with other entrepreneurs, entrepreneurs can also establish valuable networking resources [Xia, 2020]. In addition, entrepreneurship support training can also be achieved by providing entrepreneurship courses and training courses. These courses and training courses are usually offered by professional entrepreneurship institutions or higher education institutions and cover all aspects of entrepreneurship, such as market analysis, business model design, financing strategies, etc. Through systematic learning and training, entrepreneurs can acquire comprehensive entrepreneurial knowledge and skills and improve their own chances for entrepreneurial success. In addition to the above methods, entrepreneurship support training in the US also focuses on providing the resources and network support needed by entrepreneurs. These resources include office space, financial support, technical support, etc., with which entrepreneurs can better develop their own entrepreneurial projects and receive timely support and feedback. In addition, entrepreneurship support training in the US will also organize entrepreneurship contests and exhibitions to provide entrepreneurs with opportunities to show themselves and attract the attention of investors and partners.

### **(3) Promoting cross-border cooperation and innovation**

First, one way to promote cross-border cooperation and innovation is to strengthen interdisciplinary communication and collaboration. Exchanges and collaboration between experts and academics in different disciplines can bring about new ways of thinking and clashing ideas, thereby stimulating innovation. For example, with the combination of technology and art, many new ideas and business models can be created. Therefore, the US can promote exchanges and cooperation between different fields and promote the development of cross-border innovation by organizing such events as interdisciplinary seminars, forums, and workshops.

The second way to promote cross-border cooperation and innovation is to establish an open innovation platform [Zhong,2019]. Innovation requires an open and inclusive environment where talents from different fields can freely exchange and collaborate. By establishing platforms such as innovation incubators, science and technology parks, and maker spaces, the US can provide resources and support to attract and gather all kinds of innovative talents. These platforms can provide opportunities for talents from different industries to exchange and cooperate, stimulate innovation, and promote the development of cross-border cooperation.

The third way to promote cross-border cooperation and innovation is to strengthen industry-university-research cooperation. Cooperation among higher education institutions, research institutions, and enterprises in the US can promote the flow of knowledge and technology transformation and support the development of new employment forms. By establishing a mechanism and platform for industry-university-research cooperation, the US can encourage exchanges and cooperation between academia and industry, jointly develop and promote new technologies, products and services, and promote cross-border cooperation and innovation.

The fourth way to promote cross-border cooperation and innovation is to strengthen international cooperation and exchanges. In the context of globalization, the US can enhance cooperation and exchanges with other countries, attract foreign talents and resources, and promote the development of cross-border cooperation and innovation. For example, it is possible to establish cooperative relationships with innovation centers, research institutions and enterprises in other countries for joint research projects and innovative activities. At the same time, the US can also actively participate in international innovation competitions and exhibitions, showcase its innovative achievements, attract more partners and investors, and improve employment patterns.

## **5. Conclusion**

To sum up, new employment forms, as a highlight in modern society, have great significance and influence on economic development and social changes. America's experience and development measures have provided lessons and inspiration for the cultivation and promotion of new forms of employment in China. Policy guidance and support should be strengthened, emphasis should be laid on talent training and skill upgrading, and the optimization and transformation of the industrial structure should be promoted to achieve the healthy development of new employment forms and sustainable social progress.

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