#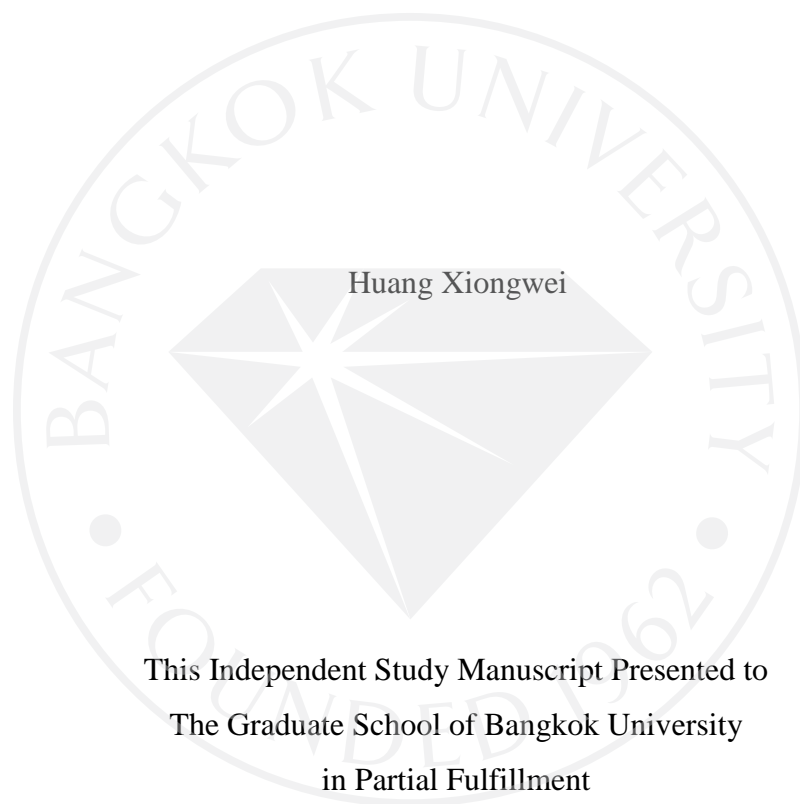 STUDY ON THE INFLUENCING FACTORS OF INNOVATIVE TALENT ATTRACTION IN GUANGXI FREE TRADE ZONE: TAKING QINZHOU FREE TRADE ZONE AS AN EXAMPLE

STUDY ON THE INFLUENCING FACTORS OF INNOVATIVE TALENT
ATTRACTION IN GUANGXI FREE TRADE ZONE: TAKING QINZHOU FREE
TRADE ZONE AS AN EXAMPLE

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Guangxi Free Trade Zone under the New Normal: Taking Qinzhou Free

Trade Zone as an Example

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ABSTRACT

This paper focuses on how to attract innovative talents in Qinzhou Free Trade
Zone and explores a new model for the introduction and development of innovative
talents. Use the methods of literature review, questionnaire survey, data statistical
analysis and correlation analysis to carry out empirical research in an orderly manner.
Combined with the empirical research results and the current situation of the
introduction of innovative talents in Qinzhou Free Trade Zone, this paper summarizes
the problems existing in the introduction of innovative talents in Qinzhou Free Trade
Zone, such as the current innovation level of Qinzhou free trade zone is low and the
supporting facilities of innovative industries are not completed; Low wage level; High
house prices and lack of corresponding policies for regulation; Innovative talents lack
corresponding special treatment, etc. In view of the above problems, on the basis of
theoretical construction and current situation research, drawing on the advanced
experience of introducing innovative talents at home and abroad, and combined with
the regional characteristics and limitations of Qinzhou Free Trade Zone, this paper puts
forward specific countermeasures and suggestions on how to attract innovative talents
to join Qinzhou free trade zone.

Keywords: Innovative Talent, Development, Smart City, Talent Attraction

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CHAPTER 1
INTRODUCTION

This chapter introduces the research scheme of this research in order, including the research background, motivation of the study, objectives of research, research questions, scope of research, benefits of research, limitations of research, conclusion. The structure of this chapter 1 is as follows:

1.1 Background

1.2 Motivation of the Study

1.3 Objectives of Research

1.4 Research Questions

1.5 Scope of Research

1.6 Benefits of Research

1.1 Background

In 2020, human society has experienced an unprecedented epidemic disaster. The epidemic is silent and shows no signs. It seems to have been planned for a long time and caused great damage to everything. Last year, the new epidemic was a major feature of the global economy, including the operation of China's economy. China's epidemic situation is under the best control in the world, and it has been basically calm since March. However, at the peak of the epidemic, the unprecedented non drug anti epidemic measures stifled almost all production and consumption activities, causing a huge impact on the economy, The gradual relaxation of anti-epidemic measures after the peak makes it difficult for the economic recovery to reach the expectation and hope soon, the government should actively promote industrial transformation to meet the work needs of the epidemic (Hemley, 2020).

Talents, as the main participants in economic activities, have an unparalleled impact on economic changes (Nowell & Stefanus, 2020). Therefore, no matter which country or region, the talent attraction policy under the new normal has become the top priority of the government. The talent cultivation work is divorced from practice, and there is a serious lack of innovation (Gerard, 2020). The talent cultivation work in Colleges and universities does not teach students according to their aptitude

(Pocztowski, Pauli, & Mis, 2020). In the context of the normalization of the epidemic, we should appropriately introduce foreign talents and encourage talents to travel between different regions to form complementarity (Brading, 2020). Since the reform and opening up, sustained economic growth has become the biggest priority in China's development, and the importance of talents has been gradually increasing (Dutton, 2020).

Innovative talents are scarce resources (Xu, Zhang, & Zhang, 2019). From the 18th National Congress of the Communist Party of China, the Chinese government has attached a great importance to the cultivation of innovative talents and proposed that "innovation is the biggest driving force" and "talents are the one and only important resource". In the discussion process of enterprise leaders, many enterprises, especially for large enterprises, have shown their desire for high-level talents with core technology and innovation ability (Meyers, 2022). However, such high-level talents cannot be recruited with high salaries. They tend to pay more attention to scientific and technological innovation and entrepreneurship platforms (Beaty & Kenett, 2020). The recruitment channels of small-sized and medium-sized enterprises are too single and limited, and the recruitment of innovative talents is too ignored (Li, 2022). Second, local governments visit entrepreneurs, provide policies, hold one-on-one talks and introduce high-level talents. Innovative talents have always been a scarce resource that enterprises cannot obtain. The key to the core competitiveness of enterprises is whether they can become a platform for cultivating talents (Johnson & VanderWeele, 2022).

In recent days, Tianjin, as one of the leading cities in China's development, pointed out in a financial report meeting that innovation and development attach importance to "people". In the past, people followed industry, where industry was, people were; nowadays, industry follows people, where talents are industry is (Nextgov Staff, 2021). It can be said that where the business environment is good and the ecological environment is livable and suitable for business, talents will gather, and technology, capital and projects will gather (Li & Yang, 2021). Now, development in Tianjin is becoming the consensus of elites. As a post development area, Qinzhou free trade zone and even the whole Guangxi can adopt the model similar to Tianjin and modify it according to their own situation to maximize benefits.

In the "talent competition" in the past few years, many cities only regard education as the bottom line of talent recruitment, and seldom consider whether talents have innovative consciousness and ability when selecting talents (Chesney, 2019). According to the analysis of many interviewees, the talents recruited by this recruitment method are often not possible to create greater benefits (Han, 2022). Some enterprises even regard education as the touchstone of talents, rather than whether talents have work experience or innovation ability (Barigozzi & Burani, 2019).

In the context of the relatively severe employment situation this year, it is the consensus of many cities to seize the opportunity to "copy the bottom" and introduce reserve talents. Talent introduction targets in many places are aimed at highly educated talents, such as masters and doctors (Hanaysha, Al-Shaikh, Joghee, & Alzoubi, 2021). According to research, highly educated talents often have higher innovative thinking and innovation ability.

Based on the analysis of economy, policy and other factors in the new period, according to the special situation of Guangxi Autonomous Region and Qinzhou Free Trade Zone, this paper will deeply explore the innovative talent recruitment policies and characteristics, in order to find out the shortcomings, so as to make a modest contribution to the recruitment of innovative talents in Qinzhou free trade zone.

1.2 Motivation of the Study

Economic activities include many aspects, among which talents are an indispensable part (Blanchard, 2019). With a very rapid growth of China's economy, the demand for talents is increasing rapidly. Governments and enterprises in many regions have joined the "civil war". In the new era, innovative talents are playing an increasingly important role (Mehrotra & Khanna, 2022). Different from the past, talents in the new era refer to talents with comprehensive ability and innovation ability, rather than a single talent specialized in a certain ability, which is very important in the modern office environment (Maier et al., 2022). Many large enterprises are also actively changing their demand for talents. For example, in the public process of modern office, computer has become an indispensable tool. In large manufacturing enterprises, engineers only know professional mechanical and software

knowledge, but they have no innovation ability. This is absurd and unpopular with enterprises. Therefore, comprehensive ability and innovation ability are important indicators of the core of modern talents (Borah, Iqbal, & Akhtar, 2022).

In the new era, especially after the outbreak of the epidemic, there is an increasing demand for talents in various industries. With the gradual recovery and production of many industries, the demand for talents is also increasing (McCrea, 2021). At the same time, in the context of normalized epidemic prevention and control, home office has become a way for everyone to work, and more talents, especially those with innovative ability, are needed, which is more popular in the case of epidemic (Mukherjee & Narang, 2022).

In recent years, The Belt and Road construction of China has been followed by Guangxi Bay Area as the bridgehead of ASEAN countries. It has responded to the national call and built a free trade zone. The economy has been developing rapidly. The government has issued a large number of preferential policies to attract talents from both home and abroad. Among them, Qinzhou port area is the only coastal zone in Guangxi free trade area, and the largest one. The free trade zone is undoubtedly the leader of Guangxi's economic development. Thanks to the support of a large number of preferential policies at the autonomous region and national level, Qinzhou free trade zone has attracted a great amount of enterprises in recent years, and the demand for innovative talents is increasing.

Based on the Qinzhou free trade zone of Guangxi free trade zone as the research sample, this study will focus on the change of talent demand in the new era, conduct a sample survey, and the results may have reference value for local governments to attract investment and talents. Analyzing these factors will also provide reference opinions for innovative talent selection.

1.3 Objectives of Research

1.3.1 to study what innovative talents are most concerned about and how to improve these aspects to enhance the innovative talent attraction of Qinzhou free trade zone.

1.3.2 Provide suggestions for Qinzhou free trade zone to attract innovative talents and enhance the economic competitiveness of Qinzhou free trade zone.

1.4 Research Questions

  1.4.1 What are the factors that affect the innovative talent attraction of Qinzhou free trade zone?

  1.4.2 What is the relationship between the factors that affect the attraction of innovative talents?

  1.4.3 What solutions can be provided for Qinzhou free trade zone to attract innovative talents?

1.5 Scope of Research

  The academic purpose of this study is to find and explore the factors of talent attraction based on Qinzhou free trade zone. Geographically, the research scope is mainly Qinzhou Free Trade Zone, Guangxi. The questionnaire will be launched in this area. The target population is talents in various fields working in this area, which covers an area of about 58.19 square kilometers.

Figure 1.1: Map of Guangxi Pilot Free Trade Zone
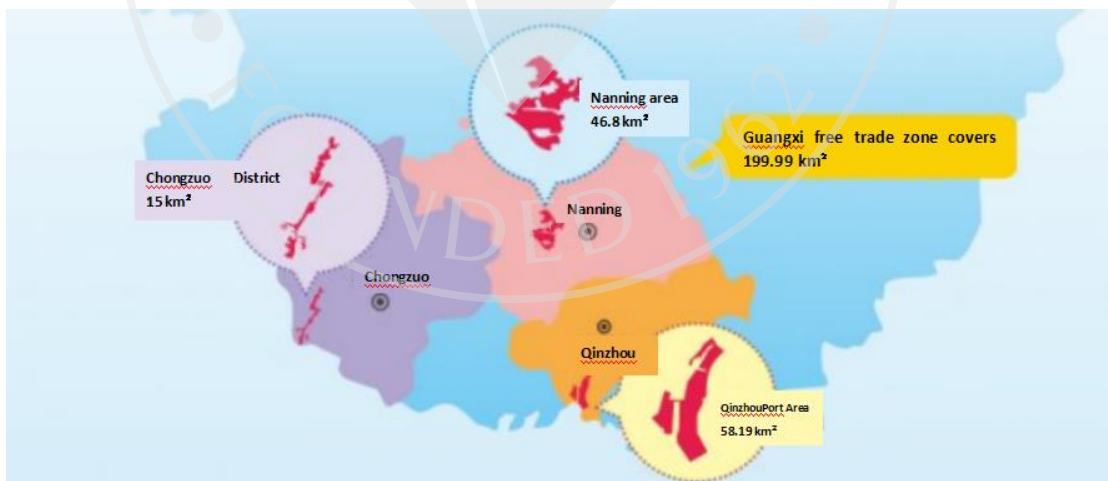
1.6 Benefits of Research

  1.6.1 This study will explore the demand for innovative talents under the new normal and provide reference for innovative talents to choose jobs.

  1.6.2 This study will also provide suggestions for the government to attract innovative talents, so as to better attract innovative talents for Qinzhou free trade zone.

CHAPTER 2
LITERATURE REVIEW

Talent introduction has always been an important issue in the development of market economy. Every link of market activities is inseparable from the participation of talents. In recent 10 years, because of the rapid development of world economy, China has entered a period of time of rapid development of economy; the demand for talents is also growing. Since the outbreak of the epidemic in 2020, the world economy has entered a new normal period, and the characteristics, demand mode and introduction mode of talents are quietly changing. The importance of talents is self-evident at any time and all over the world. Among them, many experts and scholars have conducted in-depth discussions on the introduction and retention of talents.

This chapter will discuss the following parts, and make scientific demonstration and Exposition in combination with relevant Chinese and foreign scholars' literature materials and various authoritative academic materials.

2.1 Definition of the Talent Attraction

Talent economy is increasingly recognized by the market economy. The benefits of talents to economic development are immeasurable. Any aspect of social and economic activities will stop running without talents.

Talent attraction refers to the form in which a unit or enterprise attracts talents through various methods due to personnel vacancies in the work process

Talent attraction is one of the important topics in recent years. The economic development of western countries started earlier. After World War II, many countries have invested in the track of economic development, and talent has attracted more and more attention. Therefore, in the reference materials of some European and American countries, the number of talent keywords mentioned since World War II is the outbreak period. China's economy started late, after the policy of reform and opening up, with the rapid development of economy, more and more people pay attention to the role of talents, so the number of key words of talents has increased year by year since the late 1970s.

Talent is the core factor to enhance the steady development of many enterprises. Under the big background of the new normal, the deepening of enterprise reform and the construction of high-quality talent team are particularly important. Professional talents, innovative talents and expanding talents are urgently needed by enterprises (Chen, 2021). In addition to providing good treatment, it is more important to pay a great attention to the follow-up training of talents (Xiong, 2021). The competition for talents among cities is becoming more and more serious. Many cities have to attract talents with more favorable conditions or reduce the access threshold to attract talents because of the risk of talent gap (Huang, 2019). Focus on optimizing the internal and external environment of the region, encourage the flow of talents, promote the concentration of talents and form a gathering scale (Niu, 2019). High level talents often value things other than materials, such as a sense of achievement, recognition of work achievements by leaders and colleagues, challenging work itself and a sense of responsibility. These factors are collectively referred to as incentive factors (Wei, 2020).

2.2 Definition of Innovative Talent

Innovative talents refer to those people who are pioneering, creative, innovative and make creative contributions to social development and people's living. They usually show a flexible, open and curious personality, which is characterized by energy, perseverance, concentration, rich imagination and adventurous spirit (Stemler & Kaufman, 2020).

For enterprises, to have innovative talents, one is to actively introduce them. Talents are different from ordinary people, and innovative talents are also different from ordinary talents. There are always a few innovative talents standing on the wave of various industries and fields, so they have become the object of competition of various units. Some successful entrepreneurs always aim at innovative talents and actively introduce them. The cost of introducing talents is not only high, but also the quantity is relatively limited. In order to have a large number of innovative talents, enterprises should not only introduce innovative talents, but also cultivate talents themselves (Gloor, Colladon, & Grippa, 2020). This requires enterprise leaders to have the insight of talent recognition, to know how to finding those people with

aggressive innovative thinking and also great innovation potential, and then formulate different training plans to cultivate them step by step and with goals (Zhang, Yang, Wang, Zhu, & Zhao, 2020). They can be sent to domestic or foreign universities for further research, and they can be accurate arranged to take exercise in some key positions. What is the most important thing is to better cultivate their innovative consciousness, better stimulate their innovative potential and provide them with a big stage to show their special innovative talents, and create the necessary conditions for realizing their innovative value. Innovative thinking is not affected by gender and race, that is, whether you are male or female, whether you are white, black or yellow, innovative thinking can be obtained in the acquired social practice (Briganti & Samson, 2019).

Many experts have expressed their opinions on innovative talents, and how to attract innovative talents more effectively and make innovative talents join the work more effectively, so as to make full use of their innovation ability to create greater benefits for the enterprise. Rewarding innovative talents can more effectively increase their desire for innovation (Gloor, Colladon, & Grippa, 2020). At the same time, most companies should fully develop the construction of innovation cultural atmosphere, advocate everyone to innovate, become an innovation leader, and promote collective innovation with individual innovation, so as to give greater play to the constructive role of innovation in economic development (Ahn, 2019). In some engineering oriented companies, the method of combining practice with innovation theory is more worthy of promotion (Gao, 2019).

2.3 Definition of Smart City

Smart city, which originated in the media field, is a new concept that uses various information technologies or innovative ideas to connect and integrate urban systems to improve resource utilization efficiency, optimize urban management and services, and improve citizens' quality of life. It is a new high-level form of urban informatization.

Many experts have put forward many opinions on the definition of smart city and it is like a core hub. It accurately controls each resource to reach the designated location and achieves the highest efficiency of production ("Smart Cities", n.d.).

Compared with traditional cities, smart cities have the characteristics of sustainable development (Maestosi, 2022). The innovation of smart city is its main indicator, that is to say, smart city needs more innovative talents (Blasi, Ganzaroli, & Noni, 2022).

2.4 Factors of Attracting Innovative Talents

Foreign studies pay more attention to the factors that affect the flow of innovative talents. De Mozota (2003) believes that talents with innovative ability are more mobile than traditional talents. The main factors affecting the migration of innovative talents are family reasons, educational opportunities and employment opportunities. The differences in wages, policies and systems and public service levels between regions are the main reasons for the flow of innovative talents. Among many influencing factors, the wage factor was once considered to be the main reason affecting the flow of innovative talents. However, in recent years, more studies have focused on the non-wage factors that affect the flow of innovative talents, such as social status, recognition, contribution to economic development and learning or training opportunities.

Until the policy of reform and opening up, with the rapid economic development, China's innovative talents have gradually become more and more, which has been paid more and more attention. There are more and more domestic studies on the impact of innovative talent flow. The talent flow is affected by two factors: one is institutional factors, such as economic layout and industrial structure, and the other is non institutional factors, such as personal career motivation and career feelings. Capital and added value and talent flow of high-tech industries. Subsequent studies began to focus on housing factors and talent policy factors. In addition, identity issues such as household registration are also major obstacles to talent mobility.

2.4.1 House Price

The 2018 and 2019 versions of the employment report of Chinese college students show that the employment proportion of undergraduate graduates in Beijing, Shanghai, Guangzhou and Shenzhen decreased from 28.2% in 2013 to 21% in 2018. According to the employment quality report of Tsinghua university graduates over the years, the proportion of graduates staying in Beijing decreased year by year: from

2013 to 2018, the rate of undergraduate graduates staying in Beijing decreased from 30.7% to 17.3%, and the rate of master graduates staying in Beijing decreased from 56.1% to 39.9%.

Wang (2021) said that the impact of rising urban housing prices on talent flow has a non-linear relationship. The proportion of urban talents in the employed population increases first and then decreases with the rise of housing prices, which means that the rise of housing prices within a certain level corresponds to the enhancement of the city's attraction to talents, but excessive housing prices will eventually have a negative impact on the attraction of talents.

Beijing, Shanghai and other first tier cities have always been the first choice for all kinds of talents to find jobs because of many job opportunities and large development space. However, high house prices have changed the talent competitiveness of first tier cities. In the face of heavy survival pressure, people's employment choices have also changed. Many college graduates in Beijing, including masters and doctoral students from famous universities such as Peking University and Tsinghua University, used to choose to stay in Beijing as their first choice. Now they choose to work in other provinces and cities such as Xi'an and Suzhou because they feel that the cost of living in Beijing is too high and the pressure is too great.

Many scholars also understand talent attraction from different angles. Huang (2019) believes that compared with small-sized and medium-sized cities; there is a surplus of talents in big cities. House prices will not cause a talent crisis in big cities, but can alleviate the current situation of talent surplus in big cities.

Chen (2021) made his own interpretation of the new talent policy recently issued. He believes that short-term material stimulation cannot create the sustainable attraction of cities to talents. Optimizing the talent development environment is the core competitiveness of cities to attract talents.

The institutional environment is the main factor affecting the economic operation. In a sense, the government's strategy for talents is linked to the institutional environment to a certain extent. The fluctuation of regional house prices depends on the local purchase level and the easing and tightening of policies. The rapid inflow of high-quality talents has an impact on the local population and population structure, As

a reference, the house prices in China's more developed regions are relatively high, which is also related to more local talents.

As a port city in Beibu Gulf Economic Zone, Qinzhou has incomparable advantages in economic development. In recent years, its economy has developed very rapidly, and it is adjacent to Nanning, the capital. It has good geographical advantages. Reasonably speaking, the house price in Qinzhou should be relatively high in Guangxi, but according to the data (Anjuke.com 2021), the house price in Qinzhou is generally about 4000-5000 Yuan per square, Compared with the house price in Nanning, the gap is very huge, even less than half of that in Nanning. To a certain extent, the low house price in Qinzhou has become a major advantage factor in attracting talents.

Figure 2.1: Qinzhou House Price Trend Chart

Qinzhou house price trend chart
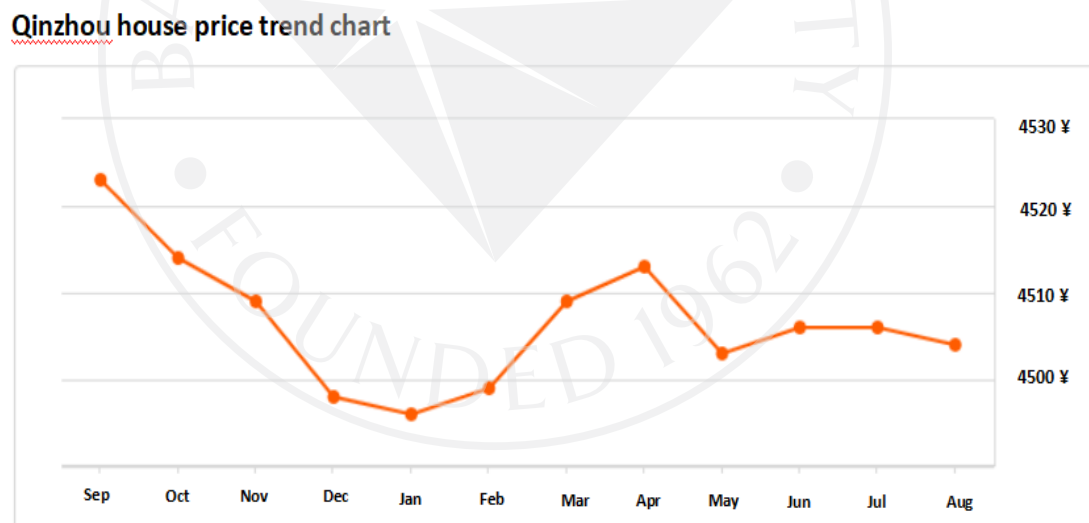
Figure 2.2: Nanning House Price Trend Chart
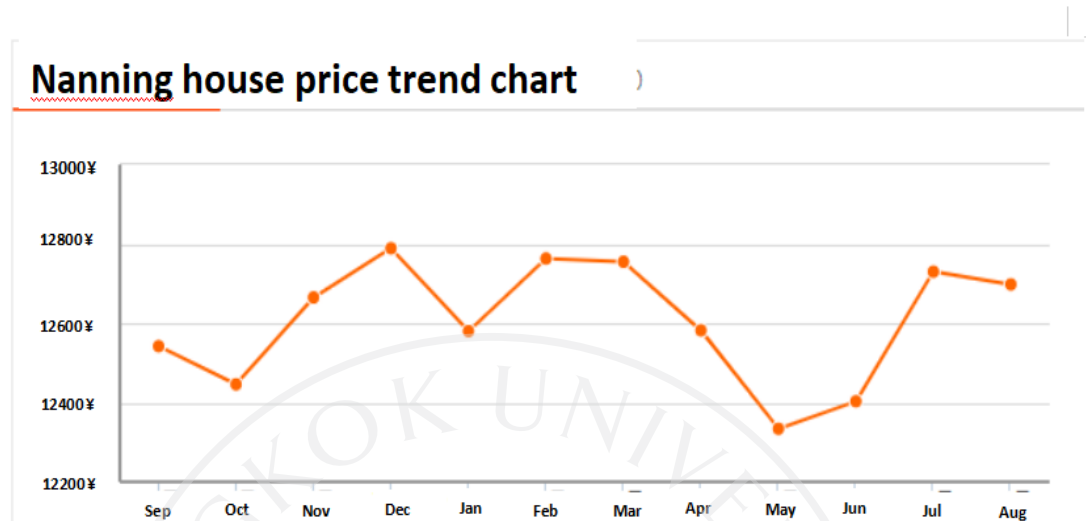
2.4.2 Environment

The essence of enterprise competition is talent competition. With the challenge of knowledge economy and the increasingly urgent trend of economic globalization, this problem is becoming more and more obvious. Whether to have a high-quality talent team has become the primary factor determining the rise and fall of an enterprise. How to attract talents and stabilize the talent team. So that talents can be introduced, stabilized and used well has become an important topic that must be studied and solved in enterprise human resource management.

Environment mainly refers to the internal environment of an enterprise. Can employees' personal career development be organically integrated with the development of the enterprise, so that talents can not only see the vision of the future development of the enterprise, but also see the hope of personal career development, so as not to easily change jobs and perfect talent training system, high-grade corporate culture, harmonious team spirit and entrepreneurial atmosphere, harmonious interpersonal relationship, fair competition mechanism and so on are all important contents of the internal environment of the enterprise. The core of stabilizing the talent team is whether there is a good atmosphere of respecting and caring for talents within the enterprise and whether it provides opportunities for talents to exert their talents to the greatest extent.

While considering the hard power factor of talent policy, scholars also put forward a higher standard of requirements for some soft environments in the region, and believe that the soft environment is very important to achieve personal career goals (Sun, 2021). For example, the government's career assistance after the introduction of high-end talents, regional financial environment, legal environment, technical environment, market environment, etc. Therefore, local governments may need to change their thinking of talent introduction competition. That is to help talents achieve their career goals and create an institutional soft environment conducive to talent employment and entrepreneurship (Xu et al., 2019).

When the internal needs of mobile individuals form a good complementary match with the resource supply of the external environment, the external regional soft environment can provide better resources for the career survival and development of mobile individuals, so as to alleviate the pressure and conflict on individual career development, and then achieve the purpose of attracting talents.

Figure 2.3: Influence of Environment on Job Selection
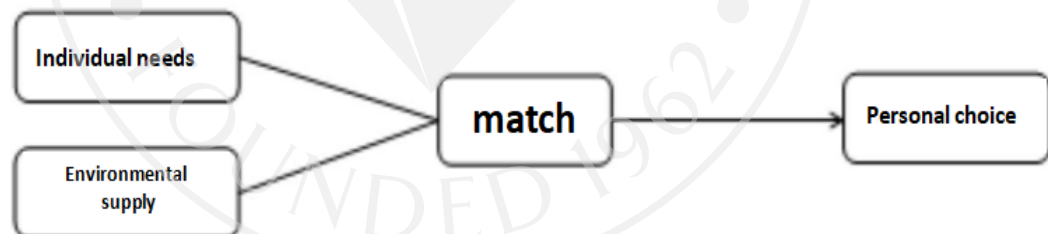
The humanistic environment is also an important part. Create a humanistic environment and provide humanistic care to the technicians who travel frequently. Welfare subsidies can also be provided to the relatives of these technicians, so as to enhance their sense of identity and belonging to the company (Wang, 2021). With relaxed environment, harmonious interpersonal relationship, warmer atmosphere, comfort life and pleasant mood, most people's potential can be brought into higher play (Tian, 2019). The market should create a fair and standardized environment for scientific and technological talents; Employers and enterprises shall provide a good atmosphere and working environment for talents (Zhao, 2021). Care about the living

conditions of talents and give appropriate subsidies (Yi, 2020) enhance the "attraction" of talents and retain talents through compensation mechanism, giving subsidies to talents, or through centralized resettlement of talents and improving the living conditions of resettlement sites.

2.4.3 Policy

Talent policies are mainly divided into four categories: first, talent introduction guarantee policies focusing on "Introduction" and "retention", second, talent training and development policies focusing on "education", and third, talent management and talent evaluation policies focus on "management".

For example, Shantou, the vice central city of Guangdong Province, has proposed the goal of "recruiting thousands of doctors in three years", offering a series of preferential policies, such as annual income guarantee of 350000 Yuan, family members and children enjoying supporting services, and opening a green channel for settlement matters.

Shanwei City, which belongs to the eastern part of Guangdong Province and lags behind in development, offers a higher price. In addition to the salary stipulated by the national and provincial policies, full-time doctors and masters can get living allowance and housing allowance of 750,000 Yuan and 200,000 Yuan respectively. Thus, favorable policies can also become an important factor in attracting talents. The following are 4 main talent policies.

1) Talent introduction and guarantee policy

Policies that directly or indirectly accelerate the gathering of talents to the region through material and spiritual incentives and the construction of attractive infrastructure, and facilitate the cross-border, cross regional, cross departmental and cross post flow of talents.

2) Talent training and development policy

Policies formulated to improve the awareness, ability and quality of people in the region and promote the further development and upgrading of talents in the region.

3) Talent management and maintenance policy

Strengthen the understanding of the talent situation in the region and the policies of management and maintenance by strengthening the management of human resources market and building databases and platforms.

4) Talent evaluation and Assessment Policy

A series of standards, evaluation methods and other policies formulated for the objective and fair evaluation of the ability, performance and contribution of talents in the region.

The government should strengthen the understanding of enterprises and R & D talents, so as to more effectively create a policy environment, form a mechanism of mutual supplement and cooperation with the business environment built by enterprises, produce synergy and jointly serve talents (Li, 2022). The scheme on talents in the construction of free trade zone is also the foothold of scholars' research. In some schemes, the specific talent policy is not clear, unclear, and the implementation process is not detailed. Even there is no separate and clear talent policy content in the overall scheme of individual free trade zone construction, only some related fuzzy and indirect talent policy content (Yan, 2021). House prices once became an important factor affecting the flow of talents. We should speed up the implementation of the talent housing policy to enable home ownership. Talents, especially young talents, should not be discouraged by high house prices or turn elsewhere (Xu, 2021).

At present, Qinzhou vigorously develops its economy according to the advantageous location of this free trade zone, and its economic strength and comprehensive strength are rapidly improving. At the same time, Qinzhou government has also issued a series of preferential policies for attracting investment, so as to promote the ability to attract talents, such as solving the housing problems and remote work problems that people are most concerned about, all of them have enhanced the comprehensive ability of Qinzhou to attract talents.

2.4.3.1 Qinzhou free trade zone's policy on talent introduction

In order to better meet the needs of the economy development of the new era, with the establishment of the new land and sea channel in the west, Qinzhou free trade zone plays an increasingly special role in China's economic blueprint. The

introduction of more talents has become one of the priorities of Qinzhou free trade zone's current economic work. Therefore, Qinzhou free trade zone has formulated a series of talent introduction policies to attract talents. The author inquired about the talent introduction policy of Qinzhou free trade zone and found the following contents.

1) Living Allowance

If full-time college graduates in the graduation year come to Qinzhou Port District for employment for the first time, sign a labor contract for more than one year, and participate in the social insurance for urban employees for more than six months, they can be given living subsidies for college graduates for a maximum period of no more than one year.

- For full-time doctoral students, 1500 Yuan per month living allowance shall be given to each person.

- For full-time postgraduates, each person will be given a monthly living allowance of 1000 Yuan.

- For full-time undergraduate and full-time college students, each person will be given a monthly living allowance of 500 Yuan;

- For full-time graduates of colleges and universities such as senior technicians who have obtained the professional qualification certificate of preparatory technicians at the time of graduation, 500 monthly living subsidies will be given to each person;

2) House Price Subsidy

For the talents introduced by the enterprise on a full-time basis, who sign a labor contract with the enterprise for two years or more and buy the first commercial housing in Qinzhou Free Trade Zone, the total purchase amount can be given according to the limited purchase area 30% one-time house purchase subsidy.

- Full time doctoral students, professional and technical personnel with vice senior high school or above titles can be purchased according to

If the area of the house does not exceed 140 m2, you can enjoy one-time house purchase subsidy;

- Full time postgraduates, professional and technical personnel with intermediate professional titles and senior technicians

Qualified personnel can enjoy one-time house purchase subsidy according to the house purchase area of no more than 100 m2;

- Full time undergraduate, professional and technical personnel with junior professional titles and professional qualification of technicians

Qualified personnel can enjoy one-time house purchase subsidy according to the house purchase area of no more than 90 m2;

- Full time college students and senior workers with professional qualifications can purchase no more than 70 ㎡ can enjoy one-time house purchase subsidy.

3) Talent Guarantee Service

For talents working in Qinzhou Free Trade Zone, we provide high-quality services such as spouse, employment placement, children's education, and admission, settlement of themselves and their families, and priority to medical treatment.

In China, the ability of a region to attract or to keep talents reflects its vitality in the economic market. As the only coastal Free Trade Zone in Guangxi Province, Qinzhou free trade zone is gradually increasing the intensity of talent attraction, and the entry rate of talents and enterprises is gradually increasing. At the same time, new knowledge and entrepreneurial activities are closely related to a tolerant and open social environment, which can support innovation, based economic growth. In order to build a knowledge-based creative economy, the government must recognize the role of these social factors, emancipate the mind and improve the attractiveness of talents.

2.4.4 Infrastructure

Infrastructure refers to social material engineering facilities that provide public services for all social production and residents' lives. Therefore, it is a common public service system to ensure the normal social and economic activities of the country or region. It is a general material condition to ensure social survival and development.

Infrastructure generally includes transportation, posts and telecommunications, water supply and power supply, commercial services, scientific research and technical services, landscaping, environmental protection, culture and

education, public health and other municipal utilities and necessary public life service facilities. It is an important foundation for the development of various undertakings of the national economy.

Research shows that the level of regional infrastructure is positively related to the attraction of talents, that is, talents tend to work in areas with better supporting facilities (Wang, 2022). Intelligent transportation is a trend of modern urban development and an important indicator for innovative talents to choose jobs and settle down (Omayer, 2022). With the establishment of socialist market economy with Chinese characteristics, China's domestic labor migration is becoming increasingly active. In this process, how does individual education level affect labor migration decision-making (Wang, 2019). At the same time, medical security is a vital livelihood service for the people. Therefore, the impact of medical security on the sense of access of urban residents is particularly important. This sense of satisfaction is related to the willingness of talents to settle.

2.5 Conclusion

Through literature review, this paper analyzes the impact of talent attraction in Qinzhou Free Trade Zone, and makes an in-depth discussion with the views of experts and scholars at home and abroad.

It is not difficult to find from the above literature that the literature related to this subject has the following characteristics:

As far as literature related to talents is concerned, the publishing time span of foreign literature is relatively large, from 1950s to recent years, while the publishing time of domestic literature is relatively concentrated. The main period began to increase year by year from the late 1970s, that is, most of them were published after the reform and opening up. Because of the rapidly development of China's economy, the number of relevant literature and keyword searches began to surge in recent years.

Qinzhou free trade zone was established late. Compared with other free trade zones, there are few literatures, and most of them are written by domestic scholars. Their reference value is low.

Most of the literatures only pay a great attention to the general talents, and do not pay enough attention to the innovative talents. Based on the above defects, this

paper can better combine the demand for innovative talents of economic development under the new normal, study the influencing factors of attracting innovative talents in Qinzhou Free Trade Zone, and put forward constructive suggestions.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Condition and Design

3.1.1 Research Condition

This study assumes that Qinzhou free trade zone cannot meet the requirements of innovative talents in terms of salary, house price, environment, policy and infrastructure. Therefore, the innovative talent attraction of Qinzhou free trade zone is low and cannot promote the regional economic development. Therefore, this study focuses on how to improve the innovative talent attraction of Qinzhou free trade zone and enhance the economic growth of Qinzhou free trade zone.

3.1.2 Research Design

This research uses some methods like the literature research method, case study method and the mixed research method of qualitative research and quantitative research. Figure 3.1 depicts the study process of exploratory hybrid method. Firstly, qualitative research is used to understand the innovation environment of Qinzhou free trade zone and the factors affecting the innovative talent attraction of Qinzhou Free Trade Zone, and then quantitative research will be used to analyze the phenomena in the qualitative discussion. Finally, based on both of the integration of qualitative analysis and quantitative analysis data, the corresponding conclusion is obtained.

Figure 3.1: Research Process of the Explorative Mixed-method
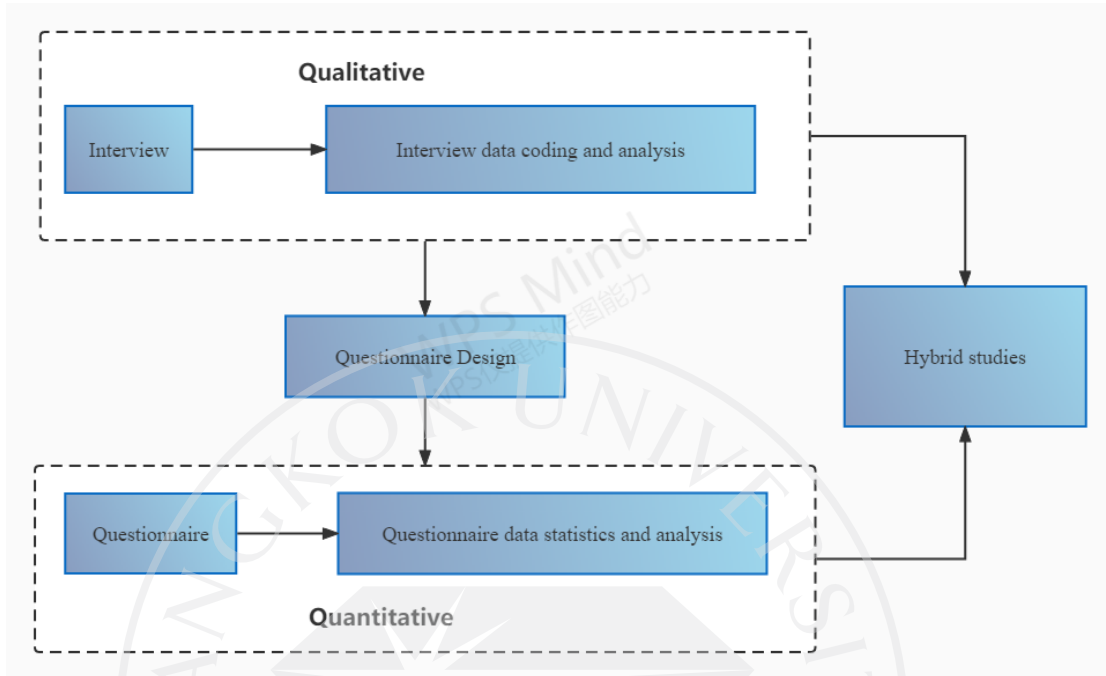
1) The relevant literature was searched by keywords. Search relevant literature on the Internet or academic journal network with keywords related to research topics such as innovative talents, smart city and talent management policy of Qinzhou free trade zone.

2) Research literature. Through reading the collected documents, we can understand the management policies of Qinzhou Free Trade Zone in China, the development trend of Qinzhou Free Trade Zone cities and the factors affecting the attraction of talents.

3) Design interview questions. According to the final results of the literature research, an interview questionnaire with some open-ended questions is designed.

4) Interview and collect data. Take businessmen and experienced HR administrators who started businesses in Qinzhou free trade zone as samples, conduct face-to-face interviews with them and record the interview contents.

5) Qualitative analysis. Code and analyze the interview records, summarize and classify the respondents' comments and suggestions on the innovation environment and talent attraction of Qinzhou free trade zone.

6) Design questionnaire. Based to the conceptual framework got from the qualitative research, this paper determines some relevant variables affecting the attraction of talents in Qinzhou Free Trade Zone, puts forward innovative talent management strategies according to the variables, and designs the innovative talent management strategies into the questionnaire used in the quantitative research.

7) Quantitative analysis. Use "Questionnaire Star" online survey software to send out questionnaires and collect data, and use SPSS tools for data analysis. According to the above research steps, the researcher designed the research steps chart of this research, Figure 3.2.
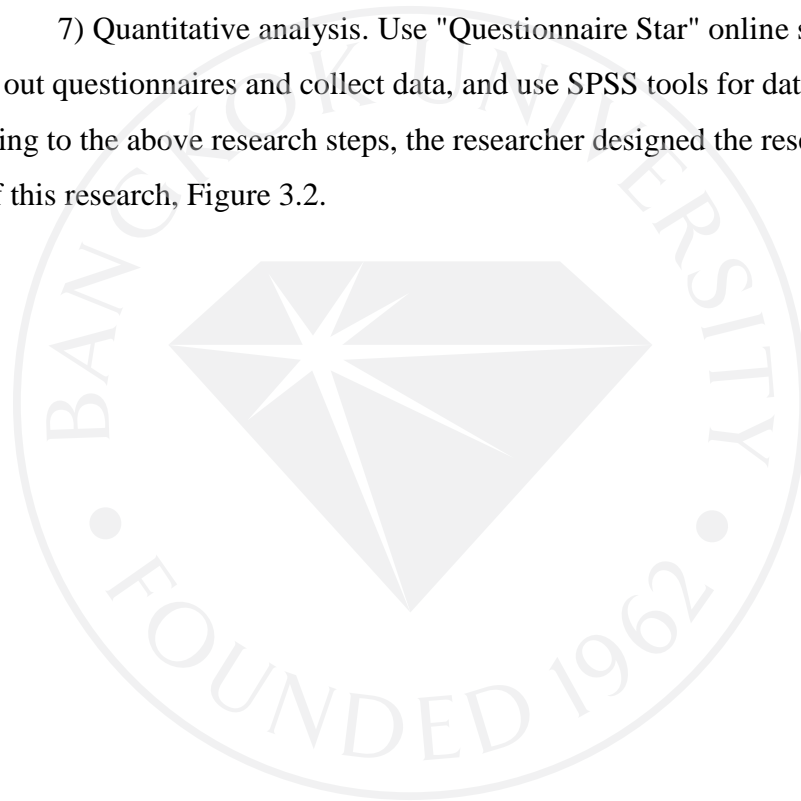
Figure 3.2: Research Process
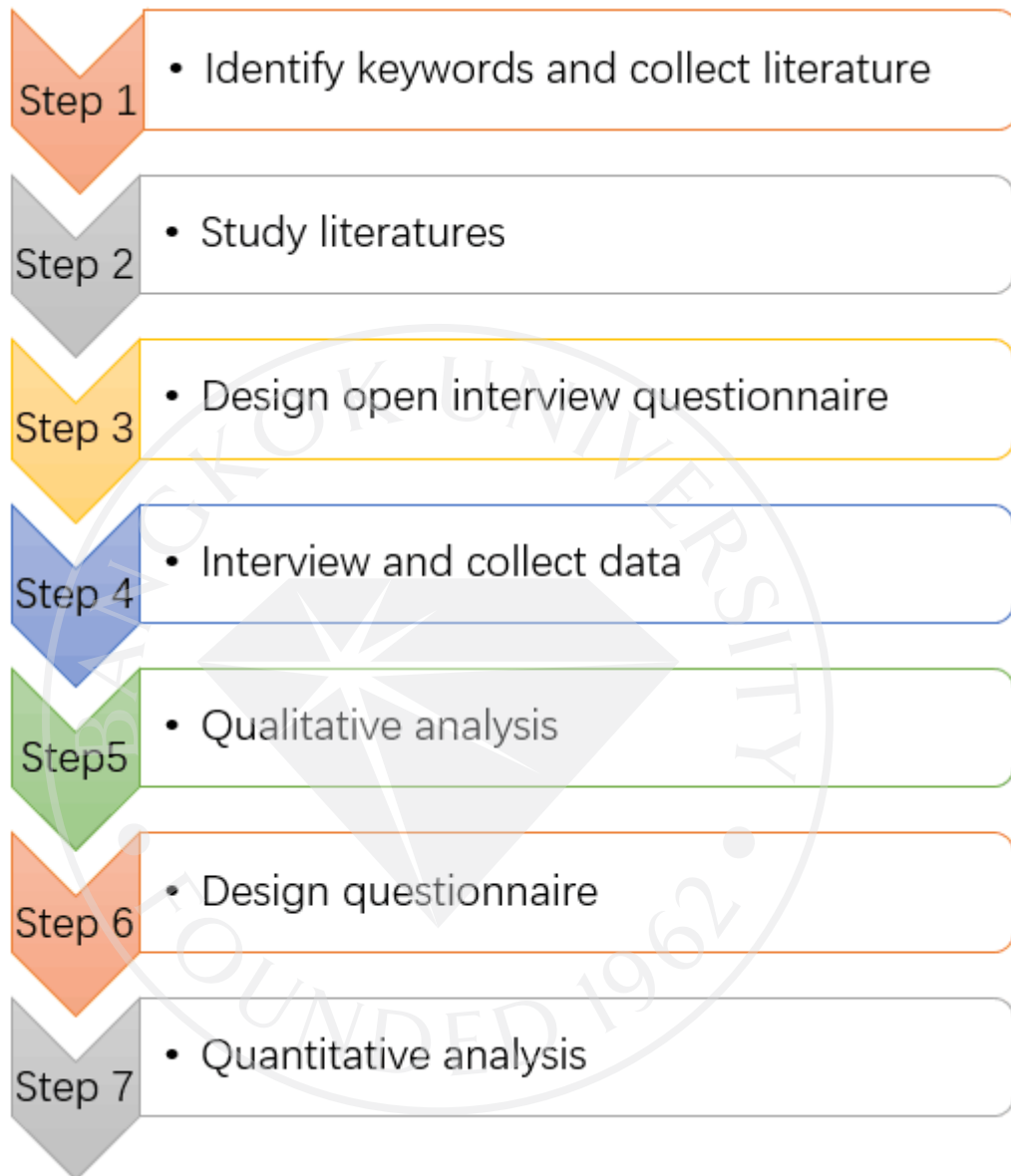
3.2 Sampling

This study uniquely adopts a combination of qualitative research and quantitative research. The fundamental difference between mixed method research and qualitative research and quantitative research is that mixed method research uses a comprehensive use of qualitative and quantitative research paths, which emphasizes pragmatism and makes it easier to achieve research objectives.

3.2.1 Literature Research

Search relevant literature on the Internet or academic journal network with keywords related to research topics such as innovative behavior, smart city and talent management policy of Qinzhou free trade zone. Then it makes an in-depth research and analysis of the searched literature. Finally, it attempts to summarize and classify the research results of each literature, and design the interview questionnaire of this study on this basis. Relevant literature research results are shown in Table 3.1,

Table 3.1: Related Literature Research Results and Variables

Variable from Literature review	Author & year	Interview items	Questionnaire items
Talent attraction	Eduardo (2020)	1.The input of talents will greatly increase the economic development of Qinzhou free trade zone.	1.1 What kind of talents do you think Qinzhou free trade zone needs now? 1.2 In what way can the government attracts more talents? 1.3 In the case of epidemic situation, do you think it is good for talents to move in different places? Should the government attract foreign talents?

(Continued)

Table 3.1 (Continued): Related Literature Research Results and Variables

Variable from Literature review	Author & year	Interview items	Questionnaire items
Talent attraction	Eduardo (2020)	2. Qinzhou's current talent attraction is insufficient.	2.1: What is the cause of that? 2.2: Do you think Qinzhou should strengthen the attraction of foreign talents after the epidemic? 2.3: If you were the Project leader and Governor what would be solutions?
Innovative behavior	Ai Zhang, 2021	3. Enterprises will need more innovative talents.	3.1 What do you think is the difference between innovative talents and traditional talents? 3.2 Do you think innovative talents and highly educated talents are the same? 3.3 If you are the HR of the enterprise, how should you attract more innovative talents to join your company?
		4. The demand for innovative talents will be greater after the epidemic.	4.1 What jobs do you think innovative talents are more suitable for? 4.2 Do you think innovative talents are equal to highly educated talents? Why?

(Continued)

Table 3.1 (Continued): Related Literature Research Results and Variables

Variable from Literature review	Author & year	Interview items	Questionnaire items
Smart city	Anita Singh, 2021	5. People prefer to work in developed areas or smart city.	5.1: What do you think it means to work in developed areas? 5.2: Do you think there is a correlation between high income and high happiness index? 5.3: Where would you prefer to work in Qinzhou free trade zone and Pearl River Delta economic zone? Why?
		6. Qinzhou needs to get rid of the image of a traditional city and transform into a smart city.	6.1: How do you define "smart city"? 6.2: Do you think smart cities are closely related to the Internet? What else? 6.3: What impact does the introduction of the concept of smart city have on Qinzhou free trade zone?
		7. Smart city should have new methods to attract talents.	7.1: Which way do you prefer to apply for a job? Online or offline? 7.2: What other ways do you think the government can attract talents to the free trade zone?

(Continued)

Table 3.1 (Continued): Related Literature Research Results and Variables

Variable from Literature review	Author & year	Interview items	Questionnaire items
House price	Chen (2021)	8. Are you satisfied with the house prices in Qinzhou free trade zone?	8.1 Do you think house prices have a great impact on talent attraction? Why? 8.2 Do you think the government should regulate house prices for talent attraction?
Environment	Bahantov (2020)	9. The working environment is very important to my career choice.	9.1 What is a good working environment in your mind? 9.2 Should a company set working environment as its talent attracting factor? 9.3 If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work?

(Continued)

Table 3.1 (Continued): Related Literature Research Results and Variables

Variable from Literature review	Author & year	Interview items	Questionnaire items
Salary	Patrick Burnson, 2021	10. I pay great attention to the salary of my work.	10.1 What else do you care about besides salary? 10.2 What do you think is the minimum working standard for working in Qinzhou free trade zone? 10.3 Do you think the education level is linked to the salary level?
		11. Low income is the main reason for the brain drain in Qinzhou free trade zone.	11.1 What do you think is the reason for the low income in Qinzhou free trade zone? 11.2 Which do you think is more important to attract talents or slow down the brain drain? Why? 11.3 As a talent, what actions do you want the local government or enterprises to take to make you stay?

(Continued)

Table 3.1 (Continued): Related Literature Research Results and Variables

Variable from Literature review	Author & year	Interview items	Questionnaire items
Policy	Li Yuxiang, 2019	12. The government should issue a number of policies to attract talents.	12.1 What do you think should be included in the policy of attracting talents? 12.2 Which of the government's policies on talents do you pay most attention to? 12.3 If you were a local government official, what would you do to attract more talents?
		13. The government should increase subsidies to enterprises to attract talents.	13.1 What kind of subsidies do you think the government should provide to enterprises? 13.2 What channels do you think the government should subsidize enterprises? 13.3 If you are a member of the local government, in addition to increasing subsidies, what good ways do you have to attract enterprises to settle in?

(Continued)

Table 3.1 (Continued): Related Literature Research Results and Variables

Variable from Literature review	Author & year	Interview items	Questionnaire items
Infrastructure	Waltham 2022	14. Excellent infrastructure construction plays a great role in promoting the attraction of urban talents.	14.1 What does infrastructure include for you? 14.2 What do you think of the current infrastructure construction of Qinzhou free trade zone?

3.2.2 Qualitative Research Samples and Data

According to the results of literature research, an open-ended interview questionnaire on the research topic is designed, and the interview questionnaire is used for face-to-face interviews with respondents. See Appendix A for the interview questionnaire. A total of 10 people were interviewed, among all the respondents. There are 1 doctor's degree, 2 master's degree and 7 bachelor's degrees. All 10 respondents have worked in Qinzhou free trade zone for more than 3 years, so they have a certain understanding of the innovation environment and talent management status of Qinzhou Free Trade Zone, and can provide real and effective data for the qualitative research of this study.

After 10 interviews and dialogues, the researcher coded and summarized the research results

In the original interview records, relevant keywords and key sentences are summarized, coded, classified and summarized, and the influencing factors of attracting talents in Qinzhou free trade zone are determined. See Appendix C for the narrative coding table of the interview. Based on the review of relevant literature, the researcher developed the conceptual framework of this study, figure 3.3.

In order to better ensure the effectiveness of this research, this study adopts content validity. Content validity is a kind of method whether a set of test questions test the content that should be tested, or whether the tested content shows the requirements of the test, it is means that, the representativeness and coverage of this test. For test the content validity of the interview questionnaire, the researcher invited four experts to evaluate the effectiveness of the interview questionnaire. They are all company bosses or personnel management directors in Qinzhou Free Trade Zone, and have worked in Qinzhou free trade zone for many years. They can provide scientific and effective evaluation for the interview questionnaire. The evaluation of four experts can be used to test whether a project is feasible. Content validity (IOC) score 1 or 0. More than 75% of the projects are acceptable survey projects. See Appendix E for the effectiveness review form.

Figure 3.3: Conceptual Framework
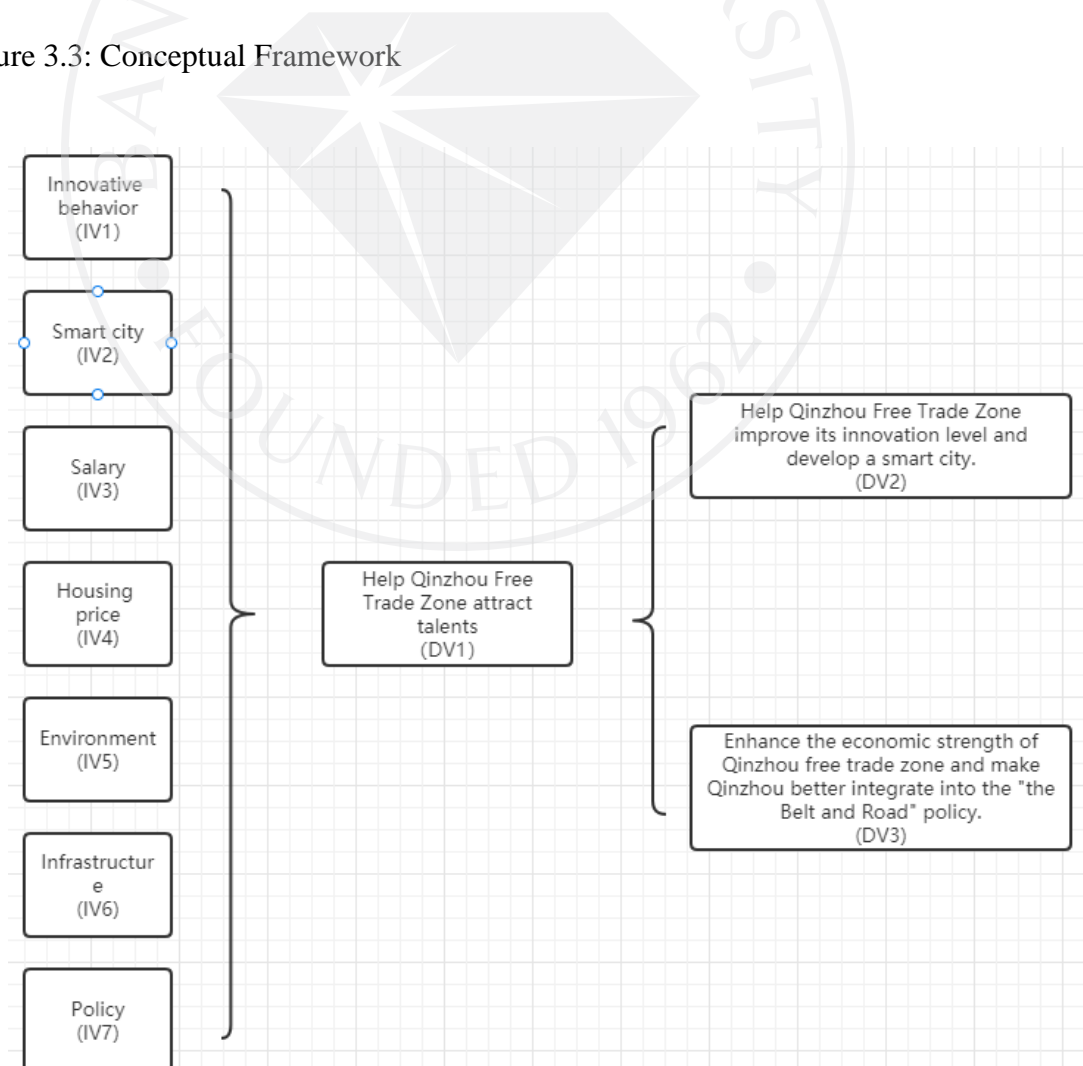
In this study, in order to better collect as more as the data and sample of the questionnaire, this questionnaire uses a free online survey website supported by the "Questionnaire Star" online date survey software to make and publish an online questionnaire for respondents to visit, fill in and submit the online questionnaire. The questionnaire is playing a role as a data collection tool. For better design the questionnaire, I consult the relevant literature first, study and analyze the research results of the relevant literature, and preliminarily determine the relevant variables. And secondly, through qualitative research, further determine the relevant variables which can affect the talent attraction of Qinzhou free trade zone. Finally, with the suggestions of four experts, the collected variables are compiled into the questionnaire.

According to literature research and qualitative research, the researcher identified seven independent variables, including innovation behavior, smart city, wage, house price, environment, infrastructure and policy. These variables were eventually designed as 29 questionnaire questions.

The respondents' answers to the questionnaire are based on the 5-level Likert scale, which is composed of a group of statements. Every statement with five answers of "very disagree", "disagree", "Neutral", "agree" and "very agree", which are recorded as 1, 2, 3, 4 and 5 respectively, as shown in Figure 3.4.

Figure 3.4: Attitudes of respondents

The questionnaire mainly divided into 2 parts. The beginning part is to collect the demographic data of respondents in Qinzhou free trade zone; the second part is to collect the data of respondents on the choice of innovative talent management strategies proposed by the researcher. The questionnaire is detailed in Appendix D.

For better ensure the validity and reliability of quantitative research data, the researcher limited the respondents to, and the respondents need to have a certain understanding of the innovation status and talent management status of Qinzhou Free Trade Zone, so as to obtain more accurate supporting data and increase the credibility and persuasion of the paper.

From April 20, 2022 to May 10, 2022, data were collected through online survey. A total of 210 valid questionnaires were collected, including 210 valid questionnaires and 0 invalid questionnaires.

3.3 Data Analysis

This research uses social science statistical software (SPSS) to analyze the data obtained from quantitative research. "SPSS is a very useful program for statistical analysis of sampling data. This independent research will mainly uses SPSS to count the data of the questionnaire, makes exploratory analysis on the data based on the powerful function of SPSS, and draws some important results and conclusions. The "questionnaire star" website can effective provides the data output function in SPSS format, and the exported questionnaire data can be directly and easily imported into SPSS. The researcher mainly used the SPSS program for the frequency analysis, descriptive analysis, reliability and validity analysis, difference test, correlation analysis and regression analysis.

3.1.1 Frequency analysis: The researcher will conduct frequency analysis on the basic information of personnel in the questionnaire survey, so as to obtain the sample distribution. To show the source of questionnaire data and the proportion of basic information such as gender, age and education of different respondents, these two contents provide some basic guarantee and stronger evidence for the accuracy of questionnaire data analysis.

3.1.2 Reliability and validity analysis. The core of the second step of the questionnaire analysis is the reliability of the questionnaire and other basic factors,

which is also known as the reliability test. Reliability is a measurement concept, the key core of which is to study the internal uniformity of the scale. The reliability was tested by using the Cronbach α Coefficient to verify the consistency of internal data. If the internal consistency is very high, generally speaking, the alpha coefficient of Cronbach is greater than 0.9. Dang Cronbach α when the coefficient is just between 0.7 and 0.9, this result means that the internal consistency of the scale is acceptable; but when Cronbach α when the coefficient is lower than 0.7, it indicates that the inconsistency of each item in the scale is at a high level, and the researcher needs to revise the scale again. High reliability does not mean high validity. Therefore, reliability and validity are not equivalent concepts. But when the reliability is not high, the validity will not be too high. Reliability tests the consistency of all items in the scale, while validity tests the energy efficiency of each item, in other words, whether each item plays an important role in the scale. Generally speaking, there are two statistical methods to test the validity. Among them, one is exploratory factor analysis (EFA), and the analysis software used is SPSS software; the other is confirmatory factor analysis (CFA), which uses Amos software. For known dimension divisions or maturity metrics, confirmatory factor analysis (CFA) must be used to verify that the known dimension divisions are correct. For scales with unknown dimensions, exploratory factor analysis (EFA) should be used to test their effectiveness. While testing the validity of each question, we can also scientifically explore the dimension division of the scale.

3.1.3 Descriptive analysis is mainly to sort out and summarize the data obtained in the questionnaire. Through descriptive analysis, we can find out some unique internal laws - centralized trend and decentralized trend. With the help of statistical data represented by various data, single factor analysis can be carried out, such as their mean value, percentage, etc. In this study, the results of descriptive analysis will be presented in the form of tables to clearly show the audience's recognition of the talent management strategy proposed by the researchers and the current situation of talent attraction in Qinzhou free trade zone.

3.1.4 "Statistical hypothesis test" is generally used to describe the significance test of differences. It is mainly used to detect whether there are differences between the experimental group and the control group. This study will use

the difference test to study the differences of different respondents for each variable, so as to determine the control variables of the influencing factors of attracting talents.

3.1.5 Correlation analysis is to judge whether two variables are related according to whether the correlation coefficient between one variable and another factor variable is greater than the critical value. Between the related variables, judge the closeness of the connection between both of the two variables according to that size of the correlation coefficient. The larger this correlation coefficient, the closer the relationship between the two variables. This study will study the correlation between independent variables and dependent variables through correlation analysis, so as to determine whether each independent variable can affect the dependent variable.

3.1.6 Regression analysis is used to analyze the major impact of one or more independent variables on dependent variables. In this study, regression analysis will be used to study the impact of innovation behavior, smart city, wages, house prices, environment, infrastructure and policies on attracting talents in Qinzhou free trade zone.

3.4 Summary

According to relevant literature study and qualitative interviews, independent variables, dependent variables and evaluation indicators are determined. I found independent variables and evaluation indicators that can help Qinzhou free trade zone improve talent attraction. Due to an in-depth research of the literature, construct reasonable independent variables and evaluation indicators to provide necessary data support for the design of conceptual framework and questionnaire. Determine the research methods and tools, formulate the interview questionnaire and questionnaire, and evaluate the reliability and validity to ensure the scientificity and effectiveness of the questionnaire.

CHAPTER 4
DATA ANALYSIS

4.1 Descriptive Statistics of Respondent Demographics

Table 4.1: Basic Information Frequency Analysis Results

Items	Categories	Frequency	Percent (%)	Cumulative Percent (%)
Gender	Male	88	41.905	41.905
	Female	122	58.095	100.000
Age	Under 25 years old	15	7.143	7.143
	26-35 years old	89	42.381	49.524
	36-45 years old	76	36.190	85.714
	Beyond 45	30	14.286	100.000
Education	High school	32	15.238	15.238
	Technical secondary school and below	54	25.714	40.952
	Junior college	71	33.810	74.762
	Bachelor	53	25.238	100.000
How long have been working at Qinzhou Free Trade Zone	1-6 months	32	15.238	15.238
	6 months-1 year	61	29.048	44.286
	1-3 years	62	29.524	73.810
	More than 3 years	55	26.190	100.000
Marital status	NO	121	57.619	57.619
	Yes	89	42.381	100.000
Total		210	100.0	100.0

A total of 210 respondents participated in the "Qinzhou free trade zone innovation talent attraction questionnaire". It can be seen from table 4.1 above that among the respondents, there are 122 women and 88 men, with relatively more women, accounting for 58.10%. 41.91% of the respondents were men 15 respondents

under the age of 25, accounting for 7.14%. In addition, 89 respondents were aged between 26 and 35, accounting for 42.38%. There are 76 respondents, aged 36-45, accounting for 36.19% of the total. The remaining 30 people are over 45 years old, accounting for 14.29% of the total.

In terms of the educational background of the respondents, the respondents with high school education accounted for 15.24% of the total number, a total of 32. In addition, the proportion of respondents with college and undergraduate education was 25.71% and 33.81% respectively, of which 54 were college and 71 were undergraduate. The respondents with undergraduate education accounted for the majority of the total number of respondents in this questionnaire. As for the working years in Qinzhou Free Trade Zone, the number of respondents who have only worked for 1-6 months is the least, only 32, accounting for 15.24% of the total. 61 people have worked in Qinzhou free trade zone for 6 months to one year, accounting for 29.05%. 62 people have worked in Qinzhou free trade zone for one to three years, accounting for 29.52%. In this data, 55 people said they had worked in Qinzhou free trade zone for more than three years, accounting for 26.19% of the total.

Marriage is an important factor affecting talent's career choice. Among all the respondents, 121 are unmarried, accounting for 57.62%. 89 people already have partners, accounting for 42.38% of the total.

4.2 Descriptive Statistics

This paper basically makes descriptive statistics on the topics of the scale, which mainly includes some information such as mean, standard deviation, skewness and kurtosis, so as to judge the basic level of the topics in the scale and the distribution of data presentation. As shown in the table below.

Table 4.2: Descriptive Statistics

Variable	Question items	N	Mean	Std.	Skewness	kurtosis
Innovative behavior	Q6	210	3.914	1.055	-0.692	-0.520
	Q7	210	3.767	0.922	-0.555	-0.272
	Q8	210	3.862	0.981	-0.672	-0.225
Smart city	Q9	210	3.414	1.019	-0.245	-0.776
	Q10	210	3.462	0.959	-0.186	-0.690
	Q11	210	3.533	0.998	-0.209	-0.904
Salary	Q12	210	3.838	0.965	-0.542	-0.473
	Q13	210	3.876	1.042	-0.570	-0.639
	Q14	210	3.790	0.955	-0.400	-0.746
Housing price	Q15	210	3.262	0.945	-0.203	-0.867
	Q16	210	3.171	0.891	-0.139	-0.787
	Q17	210	3.214	0.942	0.080	-0.942
Environment	Q18	210	3.671	1.017	-0.543	-0.392
	Q19	210	3.710	1.024	-0.363	-0.867
	Q20	210	3.729	0.987	-0.488	-0.621
Infrastructure	Q21	210	3.833	1.061	-0.512	-0.767
	Q22	210	3.886	0.962	-0.681	-0.259
	Q23	210	3.838	0.989	-0.538	-0.575
Policy	Q24	210	3.748	0.977	-0.375	-0.827
	Q25	210	3.843	1.007	-0.589	-0.458
	Q26	210	3.790	0.935	-0.491	-0.560
Talent attraction	Q27	210	2.457	0.907	0.516	-0.336
	Q28	210	2.152	0.986	0.718	-0.058
	Q29	210	2.038	1.021	0.796	-0.114

The statistical analysis results of the data of each subject included in this questionnaire can be easily seen from the above table. In the above table, the number

of cases, minimum value, maximum value, mean value, standard deviation, skewness and kurtosis are included. Whether the data obtained from the survey obey the normal distribution can be used for verification, including whether the data obey the normal distribution will have a crucial impact on the subsequent analysis. Kline (1998) believed that if the absolute value of skewness is less than 3 and the absolute value of kurtosis is less than 10, the sample basically obeys the normal distribution. As shown in the figure, the absolute value of skewness for each subject is less than 3, and the absolute value of kurtosis is less than 10. Both skewness and kurtosis satisfy the normal distribution condition, indicating that each subject can obey the normal distribution. The data collected from the previous questionnaire can undoubtedly be directly used for statistical analysis of reliability and validity.

4.3 Reliability and Validity Analysis

4.3.1 Reliability Analysis

Reliability generally refers to the uniformity of measurement and experimental results, and can also refer to reliability and homogeneity. The reliability of this study was measured by the Cronbach's alpha coefficient. It is means, the higher the coefficient, the higher the reliability of the questionnaire. Generally speaking, in exploratory research, 0.70 is acceptable, and high reliability refers to 0.70-0.98, which is lower than 0.4. Because the score is low, it must be deleted.

The validity test, generally speaking, is the researcher tests the questionnaire to verify whether it is effective. In layman's terms, determine whether the designed project is reasonable and can effectively reflect the researcher's research objectives. This research takes exploratory factor analysis to measure the structural validity, and analyzes this corresponding relationship between each question and factor. If the corresponding relationship is in line with expectations (in line with professional knowledge expectations), it means that the questionnaire has a good structural validity analysis.

For ease of analysis, the researchers recoded the questions of the 26 questionnaires, as shown in Table 4.2.

Table 4.3: Reliability Statistics (Cronbach Alpha)

Variable	Question items	Corrected Item-Total Correlation(CITC)□	Cronbach Alpha if Item Deleted□	Cronbach α□
Innovative behavior	Q6	0.731	0.844	
	Q7	0.764	0.813	0.871
	Q8	0.774	0.800	
Smart city	Q9	0.758	0.792	
	Q10	0.714	0.832	0.863
	Q11	0.751	0.798	
Salary	Q12	0.694	0.784	
	Q13	0.740	0.739	0.839
	Q14	0.676	0.801	
Housing price	Q15	0.766	0.825	
	Q16	0.764	0.827	0.878
	Q17	0.762	0.828	
Environment	Q18	0.697	0.774	
	Q19	0.716	0.755	0.836
	Q20	0.681	0.789	
Infrastructure	Q21	0.755	0.827	
	Q22	0.755	0.825	0.874
	Q23	0.766	0.814	
Policy	Q24	0.700	0.749	
	Q25	0.680	0.771	0.829
	Q26	0.681	0.770	
Talent attraction	Q27	0.714	0.767	
	Q28	0.721	0.756	0.838
	Q29	0.674	0.805	

The above table shows us that the reliability coefficient values of all the variables are bigger than 0.8, Therefore, this shows that the research data has the characteristics of high reliability. Delete items in the researcher "α Coefficient", and after deleting any item, the reliability coefficient does not increase or change significantly, so this item should be retained. For "CITC value", the CITC value of each analysis item is not less than or equal to 0.5, which indicates that there is a strong relationship between each analysis item and a high degree of reliability. In conclusion, the reliability coefficient of the research data is greater than 0.8, indicating that the data is at a good level and suitable for further analysis.

4.3.2 Validity Analysis

Validity analysis, that is, measurement, is a powerful tool to correctly measure the functional degree that the paper wants to measure. In this study, factor analysis will be used to test the effectiveness of the measurement. First, the KMO sample sufficiency measure and Bartlett sphere test are used to see whether the data can be subject to factor analysis. Generally speaking, KMO greater than 0.90 indicates that the validity of the scale is very good; If KMO is between 0.7-0.9, the validity period is acceptable; If KMO is between 0.5-0.7, it means the validity period is general; If KMO is lower than 0.5, it indicates that the effectiveness is unacceptable and some items of the scale need to be modified. In addition, when the statistical significance probability of Bartlett sphericity test is less than or equal to the significance level, factor analysis can be performed.

Table 4.4: KMO and Bartlett Test

	KMO	0.794
	Approx. Chi-Square	2357.210
Bartlett test	df	210
	P-value	0.000

As shown in table 4.3 above, factor analysis will be used in this study to conduct informative research. First, researchers need to analyze whether the research data can be used for exploratory factor analysis. As can be seen from the above table,

KMO value is 0.794, greater than 0.6, which indicates that it meets the basis of exploratory factor analysis, that is, exploratory factor analysis can be used to analyze these data. The data passed Bartlett sphericity test (P < 0.05), indicating that the research data is suitable for exploratory factor analysis.

Figure 4.1: Main Factor Gravel Diagram
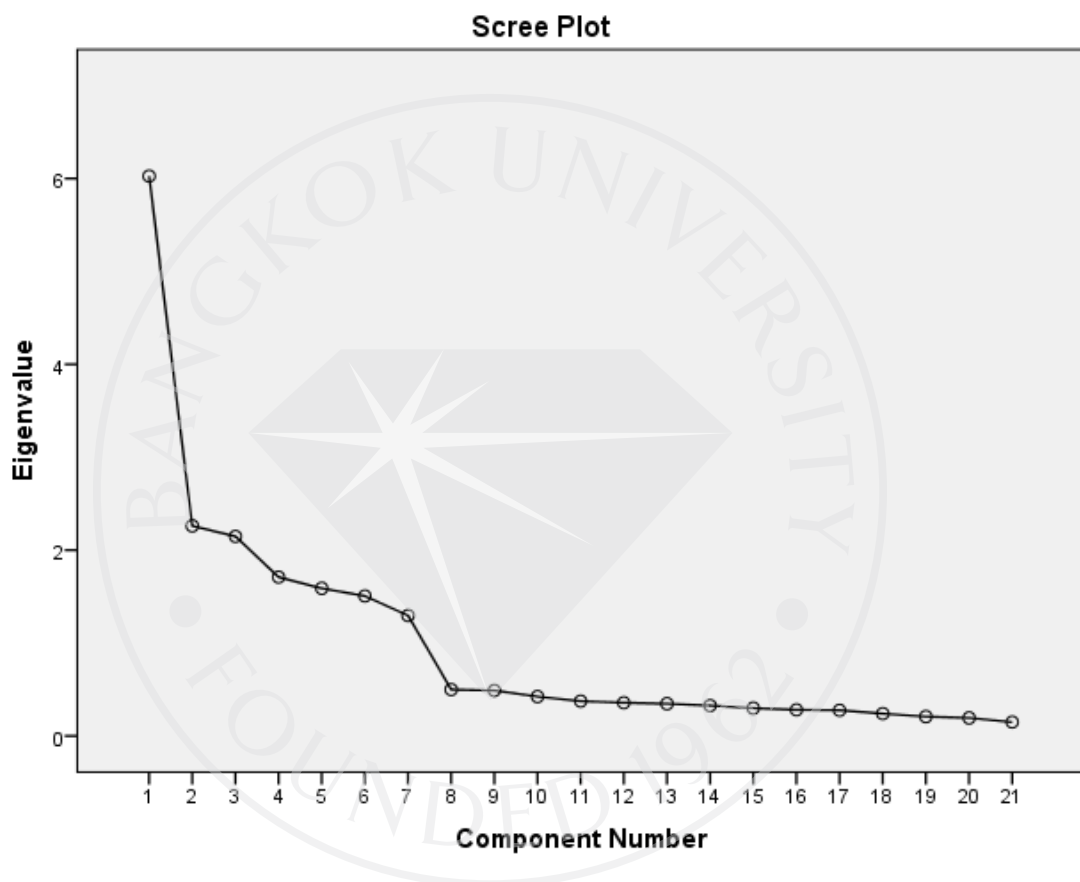
The above figure is the main factor gravel diagram, from which you can visually view the number of factors to be extracted. In fact, it is drawn according to the data in the "total" column under the "initial eigenvalue" column in the diagram, and the eigenvalues are arranged in descending order. In fact, it is the principal component dispersion point diagram arranged according to the size of the characteristic root. It can be seen from the diagram that the change of the characteristic root value after the seventh factor in the diagram slows down, and the characteristic value is less than 1. Therefore, it is more appropriate to extract the first

seven principal factors. It can be seen that the feature roots are very low from the 8th principal component. From another side, the figure shows that only 7 principal components need to be extracted.

Table 4.5: Rotated Component Matrixa

Variable	Question items	Component						
		1	2	3	4	5	6	7
Innovative behavior	Q6	0.052	0.120	0.856	0.076	0.055	0.074	0.098
	Q7	0.040	0.041	0.888	0.016	0.079	0.030	0.093
	Q8	0.085	0.051	0.893	0.009	0.099	0.053	0.045
Smart city	Q9	0.057	0.138	0.007	0.870	0.085	0.129	0.075
	Q10	0.167	0.011	0.062	0.839	0.068	0.162	0.049
	Q11	0.087	0.131	0.035	0.857	0.134	0.099	0.106
Salary	Q12	0.252	0.071	0.100	0.071	0.790	0.148	0.121
	Q13	0.035	0.084	0.084	0.104	0.883	0.078	0.100
	Q14	0.100	0.146	0.069	0.112	0.818	0.124	0.042
Housing price	Q15	0.857	0.126	0.117	0.074	0.188	0.017	0.121
	Q16	0.844	-0.009	0.046	0.135	0.171	0.134	0.100
	Q17	0.896	0.025	0.030	0.104	0.014	0.155	0.027
Environment	Q18	0.122	0.038	0.051	0.106	0.128	0.830	0.171
	Q19	0.197	0.075	0.066	0.103	0.143	0.834	0.088
	Q20	0.000	0.212	0.054	0.209	0.081	0.805	0.111
Infrastructure	Q21	0.122	0.817	0.169	0.171	0.111	0.101	0.194
	Q22	0.033	0.865	0.068	0.059	0.102	0.099	0.138
	Q23	-0.004	0.878	0.013	0.070	0.097	0.105	0.163
Policy	Q24	0.032	0.100	0.153	0.026	0.094	0.141	0.847
	Q25	0.163	0.259	0.020	0.155	0.048	0.120	0.785
	Q26	0.066	0.153	0.078	0.068	0.114	0.105	0.826

(Continued)

Table 4.5 (Continued): Rotated Component Matrixa

Variable	Question	Component						
	items	1	2	3	4	5	6	7
Rotation Sums of Squared Loadings	Total	2.476	2.444	2.435	2.397	2.288	2.256	2.241
	% of Variance	11.791	11.636	11.594	11.412	10.895	10.742	10.670
	Cumulative %	11.791	23.427	35.021	46.433	57.328	68.070	78.740

The variance interpretation rates of the seven factors were 11.791%, 11.636%, 11.594%, 11.412%, 10.895%, 10.742% and 10.670% respectively. The interpretation rate of cumulative variance after rotation was 78.740%>50%. This means that the amount of information of research projects can be extracted effectively.

4.4 Correlation Analysis

In the theory of statistics, Pearson correlation coefficient is a coefficient used to measure the linear relationship between two fixed distance variables. The correlation coefficient is between -1 and 1. If the correlation between them is stronger, the absolute value will be larger accordingly. The closer the correlation coefficient is to 1 or -1, the stronger the correlation is, and vice versa. If the two are positively correlated, then the Pearson correlation coefficient is greater than 0, otherwise it is negatively correlated

Table 4.6: Pearson Correlation

	Mean	S.D.	1	2	3	4	5	6	7	8	9	10	11	12	13
Gender(1)	0.581	0.495	1												
Age(2)	2.576	0.822	-0.074	1											
Education(3)	2.690	1.014	-0.079	-0.038	1										
How long have been working at Qinzhou Free Trade Zone(4)	2.667	1.028	-0.135	0.194	-0.219	1									
Marital status(5)	0.424	0.495	-0.092	-0.086	0.015	0.166	1								
Innovative behavior(6)	3.848	0.880	-0.004**	0.080	-0.116	-0.053	0.028*	1							
Smart city(7)	3.470	0.879	0.081	0.098	0.082	-0.038*	0.090	0.118	1						
Salary(8)	3.835	0.859	0.148	0.020*	-0.019	-0.097	-0.030	0.219	0.271	1					
Housing price(9)	3.216	0.830	0.035*	-0.069	0.025	-0.003*	-0.099	0.171	0.270	0.321	1				
Environment(10)	3.703	0.876	0.043*	0.086	0.041	-0.089	0.001**	0.170	0.349	0.325	0.290	1			
Infrastructure(11)	3.852	0.898	-0.047	0.006**	0.160	-0.033*	0.080	0.211	0.269	0.284	0.172	0.298	1		
Policy(12)	3.794	0.840	0.025*	-0.014*	0.142	-0.163	0.039*	0.223	0.244	0.267	0.243	0.341	0.418	1	
Talent attraction(13)	2.216	0.845	0.027*	0.022*	0.374	-0.154	0.085	0.295	0.472	0.331	0.399	0.431	0.487	0.460	1

*p<0.05 **p<0.01 ***p<0.001

The correlation coefficient between talent attraction and education, how long has been work, innovative behavior, smart city, salary, housing price, environment, infrastructure and policy shows significance. Specifically, the correlation coefficient between talent attraction and education is 0.374 and shows significance at the level of 0.01, which shows that there is a significant positive correlation between talent attraction and education. The correlation coefficient between talent attraction and how long been work is -0.154, and shows a significant level of 0.05, which shows that there is a significant negative correlation between talent attraction and how long been work. The correlation coefficient between talent attraction and innovation behavior is 0.295, and shows a significant level of 0.01, which shows that there is a significant positive correlation between talent attraction and innovation behavior. The correlation coefficient between talent attraction and smart city is 0.472 and shows a significant level of 0.01, which shows that there is a significant positive correlation between talent attraction and smart city. The correlation coefficient between talent attraction and salary is 0.331, and shows the significance of 0.01 level, which shows that there is a significant positive correlation between talent attraction and salary. The correlation coefficient between talent attraction and housing price is 0.399, and shows a significant level of 0.01, which shows that there is a significant positive correlation between talent attraction and housing price. The correlation coefficient between talent attraction and environment is 0.431, and shows the significance of 0.01 level, which shows that there is a significant positive correlation between talent attraction and environment. The correlation coefficient between talent attraction and infrastructure is 0.487 and shows a significant level of 0.01, which shows that there is a significant positive correlation between talent attraction and infrastructure. The correlation coefficient between talent attraction and policy is 0.460, and shows the significance of 0.01 level, which shows that there is a significant positive correlation between talent attraction and policy. In addition, the correlation between talent attraction and gender, age and marriage is not significant (P > 0.05), which means that there is no correlation between talent attraction and gender, age and marriage.

4.5 Regression Analysis

The above table shows us that this hierarchical regression analysis basically involves two models. For the independent variables in model 1, they are Gender, Age, Education, How long been work and Marital status. Model 2 adds Innovation behavior, Smart city, Salary, Housing price, Environment, Infrastructure and Policy on the basis of model 1. The dependent variable of the model is talent attraction.

Table 4.7: Parameter Estimates (n=210)

	Model 1				
	B	Std. Error	t	p	β
Constant	1.315***	0.299	4.397	0.000	-
Gender	0.096	0.112	0.863	0.389	0.056
Age	0.070	0.068	1.033	0.303	0.068
Education	0.298***	0.055	5.408	0.000	0.358
How long have been working	-0.081	0.057	-1.435	0.153	-0.099
Marital status	0.183	0.112	1.631	0.104	0.107
Innovative behavior					
Smart city					
Salary					
Housing price					
Environment					
Infrastructure					
Policy					
R ²					0.161
Adj R ²					0.141
F value					7.846***
△R ²					
△F Value					

(Continued)

Table 4.7(Continued): Parameter Estimates (n=210)

	Model 1				
	B	Std. Error	t	p	β
Constant	-2.335***	0.348	-6.706	0.000	-
Gender	0.041	0.081	0.501	0.617	0.024
Age	0.015	0.050	0.293	0.769	0.014
Education	0.258***	0.041	6.313	0.000	0.309
How long have been working	-0.029	0.041	-0.692	0.490	-0.035
Marital status	0.110	0.082	1.334	0.184	0.064
Innovative behavior	0.158***	0.047	3.351	0.001	0.165
Smart city	0.214***	0.050	4.289	0.000	0.222
Salary	0.038	0.052	0.732	0.465	0.039
Housing price	0.195***	0.053	3.704	0.000	0.191
Environment	0.131*	0.051	2.552	0.011	0.136
Infrastructure	0.187***	0.050	3.715	0.000	0.199
Policy	0.131*	0.054	2.410	0.017	0.130
R^2					0.586
Adj R^2					0.560
F value					23.191***
$\triangle R^2$					0.424
$\triangle$F Value					28.804***

Dependent Variable: Talent attraction

*$p<0.05$ **$p<0.01$ ***$p<0.001$

Model 1 indicates that Education has a significant positive impact on talent attraction. However, Gender, Age, How long been work and Marriage do not have an impact on Talent attraction.

Model 2 is based on Model 1. After adding Innovation behavior, Smart city, Salary, Housing price, Environment, Infrastructure and Policy, the change of F value

indicates significant (P < 0.05), which also means that Innovation behavior, Smart city, Salary, Housing price, Environment, Infrastructure and Policy have a great explanatory significance to the model. In addition, it can be seen that the R-square value increased from 0.161 to 0.586, which also tells that Innovative Behavior, Smart city, Salary, Housing prices, Environment, Infrastructure and Policies can explain 42.4% of talent attraction. It is worth mentioning that the regression coefficient of Innovation behavior is 0.158, and it is significant (t = 3.351, P = 0.001 < 0.01), which tells that Innovation behavior will have an aggressive positive impact on innovative talent attraction.

The regression coefficient value of Smart city is 0.214 and shows significance (t = 4.289, P = 0.000 < 0.01), which shows that Smart city will have an aggressive positive impact on innovative talent attraction.

The regression coefficient of Salary is 0.038, but it does not show significance, which shows that Salary will not have an impact on innovative talent attraction.

The regression coefficient value of Housing price is 0.195 and shows a significant (t = 3.704, P = 0.000 < 0.01), which shows that Housing price will have an aggressive positive impact on innovative talent attraction.

The regression coefficient of Environment is 0.131, and it is significant (t = 2.552, P = 0.011 < 0.05), which shows that the Environment will have an aggressive positive impact on innovative talent attraction.

The regression coefficient value of Infrastructure is 0.187 and shows significance (t = 3.715, P = 0.000 < 0.01), which shows that Infrastructure will have an aggressive positive impact on innovative talent attraction.

The regression coefficient of the Policy is 0.131 and shows a significant (t = 2.410, P = 0.017 < 0.05), which shows that the Policy will have an aggressive positive impact on innovative talent attraction.

CHAPTER 5

DISCUSSION

5.1 Discussion and Interpretation of Findings

Through the coding and synthesis of qualitative interview content 3.1, it can be found that the attraction of innovative talents in Qinzhou free trade zone can be carried out from seven aspects: innovative behavior, smart city, salary, house price, environment, infrastructure and policy. Doing better in these aspects can enhance the attraction of Qinzhou free trade zone to innovative talents and better improve the economic competitiveness of Qinzhou free trade zone.

5.1.1 Qinzhou free trade zone's support for the construction of innovation level can promote Qinzhou free trade zone to better improve the construction level of Qinzhou's innovative city, and attract talents and innovative talents to join. The innovative city pilot policy can better enhance the strategic guidance of the government, promote the number of talents, and stimulate enterprise to invest the market, improve the innovation environment, and have a greater positive impact on urban innovation (Zheng, 2021). Innovative talents need the government and enterprises to jointly create innovative platforms through which to attract innovative talents and further enhance their innovation ability, which is urgently needed. As the central area of Beibu Gulf region, Qinzhou is the new center of China's economic development. Many developed regions, such as some cities in the Pearl River Delta or Yangtze River Delta, have developed innovative cultural industries with unique characteristics, which can be learned by Qinzhou free trade zone.

5.1.2 Smart city is a new term, which brings a new definition and empowerment of modern city. Smart city services provide some unique solutions to urban problems, organically integrate every element in the city, and maximize efficiency (Kim, 2022). Like innovative cities, smart cities are new explorations in the process of urban development and are popular in developed and developing countries. Talents are an important part of urban operation and play an increasingly irreplaceable role. The attraction of smart city construction to talents is beyond doubt. The construction of smart city should take the government as the leader and enterprises and people as participants, and should be carried out in combination with the

conditions and characteristics of the region, so as to maximize the attraction of talents (Attaran, Kheibari, & Bahrepour, 2022).

5.1.3 Salary is the index that can best reflect the economic development of a region, and it is also an important factor to attract talents. Wages are directly proportional to work enthusiasm, and high wages can promote the innovation ability of talents (Ghetta, Herrmann, & Rossier, 2018). Qinzhou free trade zone is still a backward area in China. Although the current economy belongs to the stage of rapid development, there is still a lack of large enterprises, which means that the average salary of Qinzhou is at a low level nationwide. Surprisingly, according to the above research, the level of salary does not necessarily become the primary factor in talent career selection. It is also affected by house prices, environment, infrastructure and policies.

5.1.4 It is inevitable that house prices have a significant impact on talent attraction. Unable to afford housing and employment, which is a common livelihood problem in China and even countries all over the world. In view of this situation, the government should fully develop the favorable conditions, adjust the house price through the use of policies, or give an appropriate amount of house purchase and rental subsidies to talents, so as to effectively reduce the burden of talent entry, further attract investment and promote the inflow of talents.

5.1.5 When people refer to environment, it generally consists of social environment, natural environment, family environment and work environment. People's psychology, thought, emotion and behavior are affected by them to some extent. The internal and external environment has become one of the important factors for talents to choose jobs. The environment includes explicit environment and implicit environment. Among them, the implicit environment plays a considerable role in enhancing the innovation consciousness of talents, and the corporate culture and team innovation spirit belong to the implicit environment. This shows that the government and enterprises of Qinzhou free trade zone can strengthen the talent attraction and talent innovation ability of Qinzhou free trade zone by improving the environment.

5.1.6 Infrastructure construction is the most obvious business card of a region. If Qinzhou Free Trade Zone strengthens infrastructure construction, learns from the experience of developed regions such as Shanghai and Shenzhen, enriches the

popularity of traffic network, strengthens the construction of entrepreneurship and business environment, and improves the supporting facilities around enterprises, these actions will play a very important role in improving the introduction of talents in Qinzhou free trade zone.

5.1.7 Policy is a very important tool to attract talents. Qinzhou free trade zone should use policies in combination with its own development advantages and characteristics to attract talents. Through the implementation of different policies, talents can receive different preferential treatment, such as house price reduction and living subsidies. These policies will help to reduce the pressure on talents, further optimize the talent development environment of Qinzhou Free Trade Zone, promote industrial talent agglomeration, and form a good pattern of talent leading industry, industrial agglomeration of talents and integrated development. At the same time, through the application of policies, we can further optimize the innovation and entrepreneurship environment of Qinzhou Free Trade Zone, enhance the number of innovative talents and improve the overall innovation level of the city. This qualitative finding has been confirmed to be statistically significant by 210 respondents to the questionnaire.

5.2 Research Implication

In order to strengthen the innovative talent attraction of Qinzhou Free Trade Zone, Based on a large number of relevant information interviews with representative research objects, this study conducted an online questionnaire survey through an exploratory analysis of how Qinzhou Free Trade Zone attracts talents. Based on this, put forward corresponding suggestions and countermeasures. It provides a theoretical basis for Qinzhou free trade zone how to effectively attract talents. This will not only help to improve the talent attraction and innovation ability of Qinzhou Free Trade Zone, but also help to improve the economic competitiveness of Qinzhou free trade zone.

5.3 Limitations of Research

This study is limited to discussing the factors affecting innovative talent attraction in Qinzhou port area of Guangxi free trade zone. Because my knowledge level is limited and I have never done this type of research before, my professional knowledge is limited, and many documents are obtained from the Internet, so it is difficult to ensure their 100% authenticity. The research results may deviate from the real situation.

In addition, the questionnaire survey can only make a certain amount of understanding of the basic situation and needs of innovative talents. The field face-to-face interview will ensure the credibility of the information to the greatest extent, but the field interview is more difficult due to geographical and traffic constraints.

5.4 Recommendations for Further Research

5.4.1 Innovation is a general trend in the whole world. Any country and region should pay attention to the innovation industry, both now and in the future. Qinzhou free trade zone is currently in a period of time of rapid development. The government and enterprises should improve the innovation level of the city through various channels and attract innovative talents to join Qinzhou free trade zone through financial support, so as to form an uninterrupted innovation power and promote economic development.

5.4.2 Qinzhou free trade zone should build a smart city to maximize efficiency by coordinating various elements in the city. Smart cities have incomparable advantages over traditional cities, such as transportation, Internet industry, artificial intelligence, etc. these industries have greatly promoted the level of urban development. At the same time, Qinzhou free trade zone should vigorously promote the introduction of innovative talents, and combine the innovation level with the construction of smart city, which will further improve the attraction of innovative talents and the level of smart city in Qinzhou Free Trade Zone, and improve the competitiveness and livelihood comfort of Qinzhou free trade zone.

5.4.3 Qinzhou free trade zone should strengthen investment attraction, use policies such as financial subsidies and tax relief to attract large enterprises such as some foreign-funded enterprises and state-owned enterprises, central enterprises and

joint ventures, strive to develop the economy, and improve the overall wage level through these measures, so as to attract talents. At the same time, we must pay more and more attention to the understanding of talent needs, such as the construction of smart cities and innovative cities, environment and life convenience. These factors have a great impact on talent career selection, which needs to be carefully considered by the government in the process of planning and construction.

5.4.4 The government of Qinzhou free trade zone should adjust the house price. The high house price has a huge burden on the work and life of talents. This problem can be effectively solved through two methods. First, the government adjusted house prices and introduced policies to restrict real estate speculation. Secondly, attract talents to settle in through the implementation of settlement subsidies for talents, including house price reduction, living subsidies and the protection of education and medical care of their families. Giving additional subsidies to innovative talents can not only promote the innovation level of the city, but also make Qinzhou free trade zone more competitive.

5.4.5 Qinzhou free trade zone should pay more and more attention to the construction of environment, so as to attract talents and further improve their innovative thinking and ability. Enterprises should pay a great attention to the creation of environment and atmosphere, and combine beautiful internal design with harmonious colleague relations. The government can join hands with enterprises to set up innovation centers within enterprises, promote the innovation ability of enterprises with personal innovation ability, promote the innovation level of Qinzhou free trade zone with enterprise innovation ability, and finally promote economic development with innovation ability, so as to improve the talent attraction of Qinzhou free trade zone and further enhance its competitiveness.

5.4.6 Qinzhou free trade zone should increase investment in infrastructure construction, build a road network extending in all directions through financial allocation, and promote the efficient connection of resources. Increase investment in medical treatment, education and other aspects. The construction of various facilities for attracting and retaining talents is an important foundation for attracting and retaining talents. At the same time, the establishment of innovation centers and smart

city experience centers within the city can more effectively promote the inflow of talents and drive the development of innovative economy.

   5.4.7 Qinzhou free trade zone should promote the diversification of talent policies, attract talents with policies, and promote the construction of innovative industries with policies. The government should establish an innovative industrial system and form a series of perfect innovative industrial systems. Promote the construction of innovative industries by formulating relevant policies and systems. Including the innovative development strategy in the regional development plans and policies and rewarding enterprises and individuals with innovative achievements will not only enhance the overall innovation level of Qinzhou Free Trade Zone, but also enhance the attraction of talents.
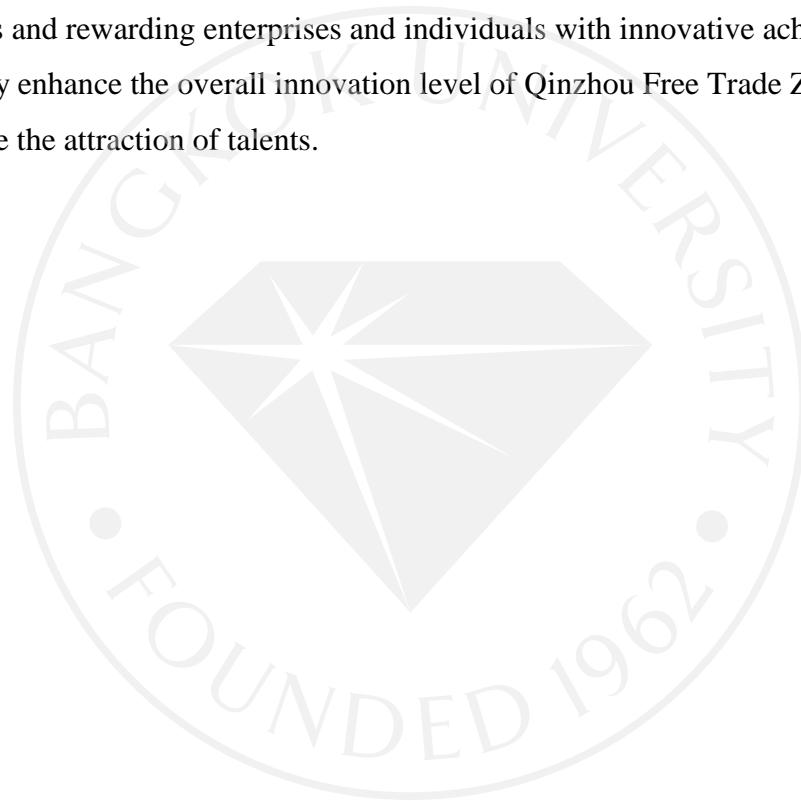
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APPENDICES
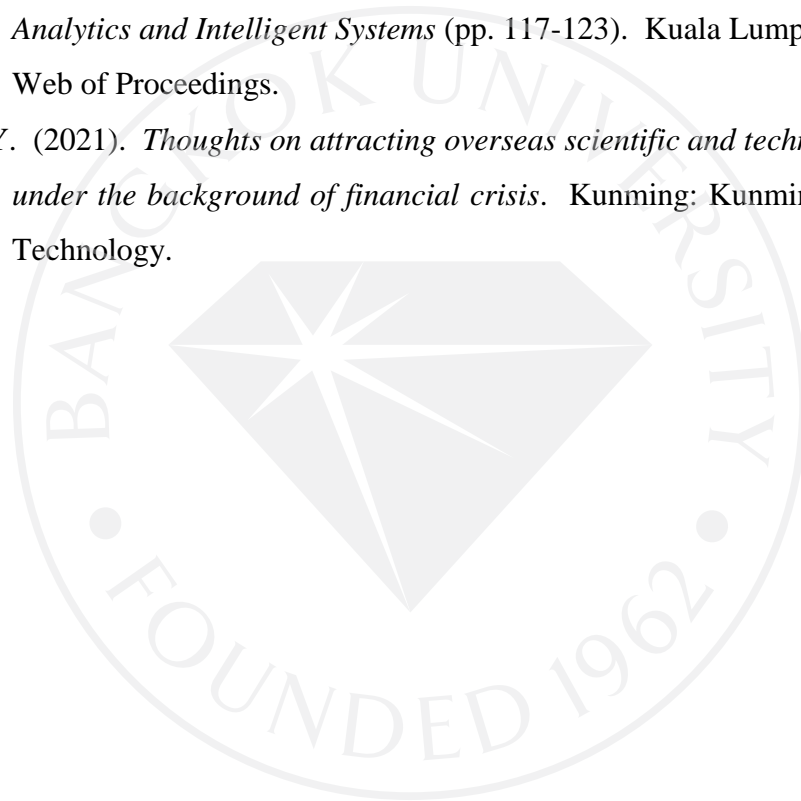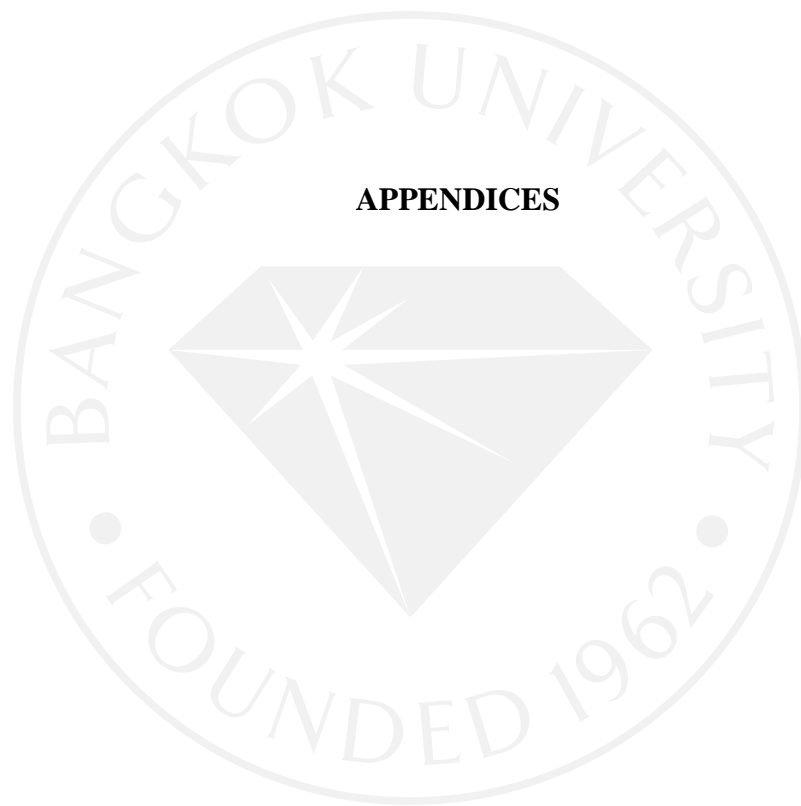
Appendix A

Respondents' Raw Recorded Data

QUESTION 1:

1. The input of talents will greatly increase the economic development of Qinzhou free trade zone.

    1.1 What kind of talents do you think Qinzhou free trade zone needs now?

    1.2 In what way can the government attracts more talents?

    1.3 In the case of epidemic situation, do you think it is good for talents to move in different places? Should the government attract foreign talents?

Respondent 1 Answer

    1.1 Highly educated talents and highly skilled talents and **innovative talents.**

    1.2 **Issue more preferential policies** to attract talents.

    1.3 I think it's better not to have too much personnel flow at the stage of epidemic prevention and control. At the present stage, it's still necessary to restrict the entry of foreign personnel, because there may be the risk of carrying the virus.

Respondent 2 Answer

    1.1 I think more **professionals** should be, because Qinzhou is building a strong industrial city.

    1.2 I personally believe that more large enterprises should be introduced because talents prefer large enterprises and the **wages of large enterprises are higher.**

    1.3 Yes, but it's not good to keep it appropriate.

Respondent 3 Answer

    1.1 highly educated talents and **innovative talents** will be more popular, especially those who have made achievements in high-end fields, which is rare.

    1.2 efforts should be made to develop the local economy, **improve the economy and attract talents.**

1.3 no, in case of epidemic situation, personnel mobility should be reduced, because there will be risks.

Respondent 4 Answer

1.1 highly educated talents will be more urgently needed.

1.2 The government has **introduced more talent policies** and given preferential treatment to talents.

1.3 tries to recruit local talents, because some people like to **work close to home**.

Respondent 5 Answer

1.1 Introduce highly educated talents and develop the tertiary industry.

1.2 Develop economic strength and attract high-tech enterprises to settle in.

1.3 Try to recruit domestic talents, because the epidemic is serious.

Respondent 6 Answer

1.1 I think Qinzhou free trade zone needs **high-quality talents** because of the needs of economic development.

1.2 **Promoting the development** of Qinzhou is the key, and talents for economic development will come.

1.3 I disagree with this statement.

Respondent 7 Answer

1.1 I think these talents should be talents with higher education.

1.2 The government should **formulate policies to attract talents.**

1.3 I think this is wrong because the risk is too high.

Respondent 8 Answer

1.1 The government of Qinzhou free trade zone should recruit more talents with **innovative ability**, so as to really promote the development of Qinzhou.

1.2 To improve the local **development level**, Qinzhou free trade zone is still relatively poor.

1.3 I disagree.

Respondent 9 Answer

1.1 I think we should find ways to introduce more **professional and technical talents**.

1.2 tries to **reduce the house price** in Qinzhou. The house price is too expensive to afford.

1.3 local talents should be retained as far as possible.

Respondent 10 Answer

1.1 Highly educated talents, because many enterprises value education.

1.2 Attract more large enterprises to settle in Qinzhou.

1.3 No.

QUESTION 2:

Qinzhou's current talent attraction is insufficient.

2.1 What is the cause of that?

2.2 Do you think Qinzhou should strengthen the attraction of foreign talents after the epidemic?

2.3 If you were the Project leader and Governor what would be solutions?

Respondent 1 Answer

2.1 Economically is relatively poor, and the salary is low, suitable for pension

2.2 Of course.

2.3 **More preferential policies** are issued to attract talent.

Respondent 2 Answer

2.1 Without large enterprises, **wages are too low**, how can 985211 students be willing to stay here?

2.2 Of course.

2.3 Introduce more big enterprises, because talent prefers big enterprises.

Respondent 3 Answer

2.1 The local experience level is low and the income level is low.

2.2 Yes.

2.3 Strive to **develop the economic** level of Qinzhou.

Respondent 4 Answer

2.1 The economic development level of Qinzhou free trade zone is relatively backward.

2.21 I agree with this statement.

2.3 Qinzhou government should **introduce more talent policies** to develop the economy.

Respondent 5 Answer

2.1 Because **Qinzhou is an underdeveloped and backward region,** the GDP development level is not high.

2.2 Of course.

2.3 release policies to attract talents, such as **house price reduction** and exemption policies.

Respondent 6 Answer

2.1 there are too few large enterprises in Qinzhou. They are **all small enterprises** with low wages.

2.2 No.

2.3 reward talents with some things so that they can **enjoy the benefits of the policy** to attract talents.

Respondent 7 Answer

2.1 The house price in Qinzhou free trade zone is still a little higher. **I can't afford a house**.

2.2 I don't think so.

2.3 the government can try to **attract more enterprises** to settle in Qinzhou and attract talents driven by enterprises.

Respondent 8 Answer

2.1 Qinzhou is not a developed place, and compared with Beijing, Shanghai, Guangzhou and Shenzhen, the **salary is too low**.

2.2 I don't agree with this statement.

2.3 We should learn from the experience of other developed regions, such as **building Qinzhou into a smart city**.

Respondent 9 Answer

2.1 talents like to work in developed areas, while Qinzhou Free Trade Zone obviously does not belong to developed areas, and the **relevant facilities of the city are not good**.

2.2 I disagree with this statement.

2.3 The government should strengthen the **environmental construction** of Qinzhou free trade zone. **I prefer places with good environment**, because there are too many industries in Qinzhou free trade zone and the air is very poor.

Respondent 10 Answer

2.1 Qinzhou's economy and **wages are low**, so we should recruit more enterprises and **promulgate more economic policies**.

2.2 No.

2.3 **Award more talents to attract talents**.

QUESTION 3:

Are you satisfied with the house prices in Qinzhou free trade zone?

3.2 Do you think house prices have a great impact on talent attraction? Why?

3.2 Do you think the government should regulate house prices for talent attraction?

Respondent 1 Answer

3.1 Yes, cities with **too high housing prices** will make me lose the motivation to struggle.

3.2 Of course.

Respondent 2 Answer

3.1 **House prices must be the lower the better,** which has become a hurdle for young people.

3.2 Of course.

Respondent 3 Answer

3.1 Yes, because **accommodation is the most basic requirement**, if the accommodation cannot be satisfied, talents will not choose.

3.2 Of course.

Respondent 4 Answer

3.1 No matter how high the salary is, it's useless if you can't afford a house, so the house price must be linked to the consumption level.

3.2 Of course.

Respondent 5 Answer

3.1 I agree, because the current **housing prices in China are too high**, and ordinary people can't afford to buy them by themselves.

3.2 Yes.

Respondent 6 Answer

3.1 Yes, because **most young people can't afford a house**.

3.2 Of course.

Respondent 7 Answer

3.1 Because the **house is the foundation of life**, only with a house can we work at ease.

3.2 Yes.

Respondent 8 Answer

  3.1 The house is the basis for deciding whether to work there.

  3.2 Of course.

Respondent 9 Answer

  3.1 Yes, **house is very important**, one of the most important things of
modern people.

  3.2 Of course.

Respondent 10 Answer

  3.1 Yes, **house is related to my career choice**, and I feel that according to
the current house price level, it is difficult for young people to own a house by
themselves.

  3.2 Of course.

QUESTION 4:

4. The working environment is very important to my career choice.

  4.1 What is a good working environment in your mind?

  4.2 Should a company set working environment as its talent attracting.

  4.3 If you are the boss of a company, in what way you will do to make your
staffs feel comfortable at work?

Respondent 1 Answer

  4.1 At least the **environment is neat**, and then your **colleagues and
superiors get along well**.

  4.2 Yes.

  4.3 I will manage it **humanized**, at least not demanding on employees to
work overtime.

Respondent 2 Answer

    4.1 The company's internal environment is **clean and tidy** enough to improve the space of complete external supporting facilities, such as complete supermarket transportation and so on.

    4.2 Yes.

    4.3 **Set up more welfare systems, raise wages, care for employees, and make them feel warm.**

Respondent 3 Answer

    4.1 Look at the comfortable environment and **unique decoration style**.

    4.2 I think so.

    4.3 Provide them with **good treatment and office environment**.

Respondent 4 Answer

    4.1 I think it should be a **clean and tidy environmen**t and c**omfortable interpersonal relationship**.

    4.2 Of course.

    4.3 **Raise salary**, that's all they think.

Respondent 5 Answer

    4.1 **Higher salary** and better environment.

    4.2 Of course.

    4.3 **Give them more wages**, more holidays and more benefits.

Respondent 6 Answer

    4.1 The **layout of the office is reasonable**.

    4.2 Of course.

    4.3 **Raise the salary** of employees. I think **salary is the most important**.

Respondent 7 Answer

4.1 There are more **green plants** in the office.

4.2 Of course.

4.3 Ask the designer to **design the decoration of the office**.

Respondent 8 Answer

4.1 The **decoration** of the office looks good.

4.2 Of course.

4.3 Spend more money on decorating the office.

Respondent 9 Answer

4.1 The **decoration of the office is unique**.

4.2 Of course.

4.3 Give them **more wages**, more holidays and more benefits.

Respondent 10 Answer

4.1 The **decoration of the office looks good**, and the **environment around the company should be beautiful**, such as a park.

4.2 Of course.

4.3 Provide them with **good treatment** and office environment.

QUESTION 5

5. I pay great attention to the salary of my work.

5.1 Comparing Qinzhou and Shenzhen, do you think salary is the only factor you consider?

5.2 What do you think is the minimum working standard for working in Qinzhou free trade zone?

Respondent 1 Answer

5.1 Yes.

5.2 3000.

Respondent 2 Answer

5.1 I am the only child, and I want to have more time with my family, so I'm not very concerned about my salary, and I don't have too much life pressure in Qinzhou.

5.2 4500.

Respondent 3 Answer

5.1 I think it's more about family.

5.2 4000.

Respondent 4 Answer

5.1 You can take more care of your family and go home conveniently.

5.2 4000.

Respondent 5 Answer

5.1 Close to home, but the salary are low.

5.2 3500.

Respondent 5 Answer

5.1 no, if the relationship with colleagues is good, and the environment and treatment are also good, the salary can be lower.

5.2 3200.

Respondent 6 Answer

5.1 If it is a job close to home, I can choose a lower salary.

5.2 3500.

Respondent 7 Answer

5.1 there are other benefits, such as year-end bonus and food and housing subsidy.

5.2 At least 3500.

Respondent 8 Answer

    5.1 Of course.

    5.2 3500.

Respondent 9 Answer

    5.1 You can take more care of your family and go home conveniently.

    5.2 4000.

Respondent 10 Answer

    5.1 Of course.

    5.2 2000.

QUESTION 6

6. The government should issue a number of policies to attract talents.

    6.1 What do you think should be included in the policy of attracting talents?

    6.2 Do you think Qinzhou Free Zone's current talent policy is rich?

Respondent 1 Answer

    6.1 **Housing price reduction, household registration transfer, children to go to school support**, etc.

    6.2 Not rich.

Respondent 2 Answer

    6.1 **Increase overall wages** and other benefits as much as possible.

    6.2 Seldom.

Respondent 3 Answer

    6.1 Talents can enjoy **preferential housing prices** in Qinzhou

    6.2 Qinzhou is short of talents.

Respondent 4 Answer

6.1 **Housing subsidy and transfer account**.

6.2 I think Qinzhou talents are scarce.

Respondent 5 Answer

6.1 I'm more concerned about **salary**, but it doesn't matter if the salary is higher.

6.2 Qinzhou is short of talents

Respondent 6 Answer

6.1 I am more concerned about whether there are subsidies for foreign talents.

6.2 No.

Respondent 7 Answer

6.1 **Housing price reduction, household registration transfer, children to go to school support**, etc.

6.2 No.

Respondent 8 Answer

6.1 I'm concerned about the salary. I just need to have **enough salary**.

6.2 No.

Respondent 9 Answer

6.1 I pay more attention to the **housing price subsidy** policy for talents.

6.2 No.

Respondent 10 Answer

6.1 talents can enjoy **preferential house prices** and **living subsidie**s in Qinzhou.

6.2 No.

QUESTION 7

7. I prefer to work at home after the epidemic.

       7.1 What is good points of Working at home?

       7.2 Do you prefer to work at home? And how many days a week?

       7.3: Do you think working at home would be a normal solution after the epidemic?

Respondent 1 Answer

       7.1 You can have more private space and more opportunities to **accompany your family**.

       7.2 Yes, five days a week to give a double rest, I am not greedy.

       7.3 Yes.

Respondent 2 Answer

       7.1 Do not have to face my boss or colleagues, I have a social phobia.

       7.2 Of course, I prefer to schedule the time freely.

       7.3 Yes.

Respondent 3 Answer

       7.1 you can have more time to **cultivate your personal interests and hobbies**, and you can **have more time to exercise**.

       7.2 Yes, it's best to have two rest days a week.

       7.3 Yes.

Respondent 4 Answer

       7.1 Do not have to face my boss or colleagues, I have a social phobia.

       7.2 Of course, I prefer to schedule the time freely.

       7.3 Yes.

Respondent 5 Answer

7.1 You can use more spare time to **earn extra money** and get more money.

7.2 I think it's better to have at least two days off every week.

7.3 Yes.

Respondent 6 Answer

7.1 Spend more time with your **family**.

7.2 Yes, it depends on the work arrangement.

7.3 Yes.

Respondent 7 Answer

7.1 You can have more private space and more opportunities to **accompany your family.**

7.2 Of course, I prefer to schedule the time freely.

7.3 Yes.

Respondent 8 Answer

7.1 You can have more private space and more opportunities to **accompany your family.**

7.2 Yes, the more the better.

7.3 Yes.

Respondent 9 Answer

7.1 Have more time to **deal with your own affairs**.

7.2 Of course, I prefer to schedule the time freely.

7.3 Yes.

Respondent 10 Answer

7.1 You can have time to **cultivate your hobbies**.

7.2 Yes, about three days a week.

7.3 Yes.

QUESTION 8:

8. Enterprises will need more innovative talents.

      8.1: What do you think is the difference between innovative talents and traditional talents?

      8.2: Do you think innovative talents and highly educated talents are the same?

      8.3: If you are the HR of the enterprise, how should you attract more innovative talents to join your company?

Respondent 1 Answer

      8.1 Innovative talent should refer to the kind of talent that **creates new things** on the existing basis, while the traditional talent refers to the improvement talent according to the existing things.

      8.2 A different high degree does not necessarily mean a high innovation ability.

      8.3 It is suggested that the company **raise the salary** level and **welfare system**.

Respondent 2 Answer

      8.1 Have more ability of innovation, stronger initiative, more in line with the needs of the current social development.

      8.2 Disagree.

      8.3 It is suggested that the company **raise the salary level and welfare system**.

Respondent 3 Answer

      8.1 Innovative talents is a new concept, which refers to talents with abilities in all aspects.

      8.2 Yes.

      8.3 **Promote the technology level of your company**, because technology is related to innovation.

Respondent 4 Answer

8.1 Innovative talents should be innovative and can create new things.

8.2 Yes.

8.3 First of all, **improve the innovation level of your company**. Only in this way can you recruit innovative talents.

Respondent 5 Answer

8.1 Innovative talents are the talents needed in this era, bringing forth new talents.

8.2 Yes.

8.3 First, transform to **enhance the company's innovative strength**, and then enhance its economic strength.

Respondent 6 Answer

8.1 Smart talents are more innovative and meet the needs of modern society.

8.2 I don't think so.

8.3 For talents with innovative ability **raise their wages**.

Respondent 7 Answer

7.1 The salary of intelligent talents is higher than that of traditional talents.

7.2 I think so to some extent.

7.3 It is suggested that the company **raise the salary** level and welfare system.

Respondent 8 Answer

8.1 Have more ability of innovation, stronger initiative, more in line with the needs of the current social development.

8.2 Different, I think innovation is more important than education.

8.3 **Set up an innovation center** within the company to attract talents.

Respondent 9 Answer

8.1 Innovative talents is a new concept, which refers to talents **with abilities in all aspects**.

8.2 I disagree.

8.3 I think **raising wages** is a more effective way.

Respondent 10 Answer

8.1 Smart talents have more comprehensive abilities.

8.2 I think so.

8.3 Whether they have the ability to innovate is included in the **salary standard**.

QUESTION 9:

9. I attach great importance to the local infrastructure when selecting jobs.

9.1 What infrastructure are you most concerned about?

9.2 Do you think the level of infrastructure in developed areas will be better?

Respondent 1 Answer

9.1 I think the **local medical and educational level** is more important because it is related to daily life.

9.2 Yes.

Respondent 2 Answer

9.1 I'm more concerned about the convenience of shopping and the **good education** in this place.

9.2 Yes.

Respondent 3 Answer

9.1 What I pay more attention to is the **convenient transportation** there?

9.2 Yes.

Respondent 4 Answer

9.1 There are many markets, how about public security?

9.2 Yes.

Respondent 5 Answer

9.1 I am more concerned about the **local education level and the convenience of life**.

9.2 Yes.

Respondent 6 Answer

9.1 I pay more attention to **the level of medical treatment and education**, as well as the convenience of transportation.

9.2 Yes.

Respondent 7 Answer

9.1 I'm more concerned about the convenience of shopping and the **good education** in this place.

9.2 Yes.

Respondent 8 Answer

9.1 Is the **traffic convenient?**

9.2 Yes.

Respondent 9 Answer

9.1 I am more concerned about the **local education level** and the convenience of life.

9.2 Yes.

Respondent 10 Answer

9.1 are there many supermarkets? How's the security situation around here? Is there a bus station and high-speed railway station nearby?

9.2 Yes.

Appendix B

User Agreeableness Questionnaire

Dear Research Respondents,

Thank you very much for taking the time out of your busy schedule to fill out this questionnaire. The purpose of this questionnaire is to explore how to attract (innovative) talents to join Qinzhou Free Trade Zone in order to improve the level of regional development. Your serious answer is very important to me; I hope I can get your support and help. This questionnaire does not involve personal privacy. It is only used for academic research. Please fill in as much as possible according to the actual situation. Thank you very much for your participation!

If you have any question please contact **Noah**

Phone: 15387371842

email: 626476544@qq.com

Direction: Please read the research questions and choose your best answer

Part I: Basic Information

Please mark √ in the following questions that meet your basic situation

1. What is your gender?

☐ Male   ☐ Female

2. How old are you?

☐ Under 25 Years Old   ☐ 26-35 Years Old

☐ 36-45 Years Old   ☐ Beyond 45

3. What is your degree?

☐ High school/technical secondary school and below

☐ Junior College

☐ Bachelor

☐ Master Degree or above

4. How long have you been working?

☐ 1-6 months   ☐ 6 months-1 year

☐ 1-3 years   ☐ More than 3 years

5. Are you married?

☐ Yes   ☐ No

Email contact (Please specify)_____

QQ number (Please specify)_____
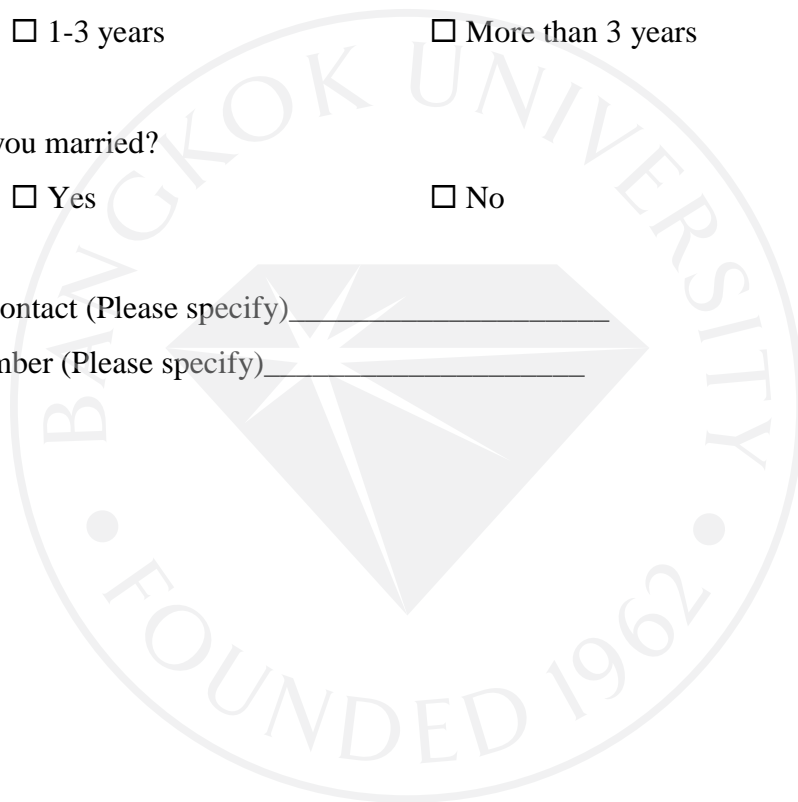
Part II: Investigation Items

Noun meaning:

1. Smart City: It refers to the use of various information technologies or innovative concepts to connect and integrate urban systems and services, so as to improve the efficiency of resource utilization, optimize urban management and services, and improve the quality of life of citizens.

2. Innovative Talent: It refers to people who have innovative consciousness, innovative spirit, innovative thinking, innovative knowledge, innovative ability and good innovative personality, can achieve innovative results through their own creative work, and have made innovative contributions to social development and human progress in a certain field, industry and work.

1 = Strongly Disagreed, 2 = Disagreed, 3 = Neutral, 4 =Agreed, 5 = Strongly Agreed

Item	Research Questions	5	4	3	2	1
1	If Qinzhou free trade zone provides a more perfect training environment for innovative talents, would you prefer to work in Qinzhou free trade zone?					
2	If Qinzhou free trade zone and other famous universities jointly establish an innovation center, do you think it will enhance the innovative talent attraction of Qinzhou free trade zone?					
3	If performance rewards are used internally to encourage innovation, do you think it will make you more willing to stay in the enterprise?					
4	If Qinzhou gets the nomination of "smart city", will it make you more inclined to choose Qinzhou free trade zone to work?					

Item	Research Questions	5	4	3	2	1
5	If Qinzhou free trade zone develops into a smart city, and many smart facilities have been built in the city, which brings convenience to people's lives, would you choose to work in Qinzhou free trade zone?					
6	If Qinzhou free trade zone becomes a "smart city" and provides more preferential policies for innovative talents, do you think the innovative talent attraction of Qinzhou free trade zone will be improved?					
7	If the salary level of Qinzhou free trade zone is not high, but the comprehensive treatment is better, such as free public transportation, are you willing to choose Qinzhou free trade zone to work?					
8	If the salary in Qinzhou free trade zone is not lower than that in other places, but it is closer to home, it's more convenient to take care of the family, are you willing to choose to work in Qinzhou free trade zone?					
9	If the salary of Qinzhou free trade zone is lower, but the development prospect is better, are you willing to work there?					
10	If the house price in Qinzhou free trade zone is 20% less than that in other surrounding cities, do you think it will enhance the innovative talent attraction competitiveness of Qinzhou?					
11	If Qinzhou free trade zone is willing to give house purchase subsidies to innovative talents, are you willing to work in Qinzhou free trade zone?					

Item	Research Questions	5	4	3	2	1
12	If Qinzhou free trade zone is willing to provide free housing for innovative talent families, do you think it will enhance the innovative talent attraction of Qinzhou free trade zone?					
13	If Qinzhou free trade zone has an excellent natural environment and beautiful scenery, are you willing to work in Qinzhou free trade zone?					
14	If the enterprises in Qinzhou free trade zone have a harmonious office environment, are you willing to work in Qinzhou free trade zone?					
15	If the enterprises in Qinzhou free trade zone have a beautiful office environment, are you willing to choose to work in Qinzhou free trade zone?					
16	If the government invests heavily in the construction of basic transportation, such as the construction of high-speed railway and airport, do you think it will promote the attraction of innovative talents in Qinzhou?					
17	If the government pays more attention to investment in education, so as to improve the overall education level of Qinzhou Free Trade Zone, do you think it will promote the attraction of innovative talents in Qinzhou?					
18	If the government uses funds to invest in medical services to improve the medical level of Qinzhou Free Trade Zone, do you think it will improve the attraction of innovative talents in Qinzhou?					

Item	Research Questions	5	4	3	2	1
19	If the government implements the policy of providing living subsidies for innovative talents, do you think it can enhance the innovative talent attraction of Qinzhou free trade zone?					
20	If the government relaxes the age limit of innovative talents, do you think it will increase the innovative talent number of Qinzhou free trade zone?					
21	If the government relaxes the restrictions on innovative talent education, do you think it will increase the number of innovative talents in Qinzhou free trade zone?					
22	Do you want to work in Qinzhou Free Trade Zone recently?					
23	Do you think the current economic situation of Qinzhou free trade zone can attract you to work in Qinzhou free trade zone?					
24	Do you think the current level of innovative cities in Qinzhou free trade zone can attract you to work in Qinzhou free trade zone?					

Appendix C

IOC Item Content Validity

Title: Study on the Influencing Factors of Talent Attraction In Guangxi Free Trade Zone Under The New Normal: Taking Qinzhou Free Trade Zone as an Example

Objective:

1. To study what are the talent driving forces of Qinzhou free trade zone and what are the advantages of these driving forces in attracting talents to Guangxi free trade zone.

2. To study what talents are most concerned about and how to improve these aspects to enhance the talent attraction of Qinzhou free trade zone.

3. To study and understand the definition and demand changes of talents under the new normal after the epidemic.

Student ID: 7640201567   **Student Name:** Huang Xiongwei

Date of Collection March 8, 2022

Smart City: It refers to the use of various information technologies or innovative concepts to connect and integrate urban systems and services, so as to improve the efficiency of resource utilization, optimize urban management and services, and improve the quality of life of citizens.

Innovative Talent: It refers to people who have innovative consciousness, innovative spirit, innovative thinking, innovative knowledge, innovative ability and good innovative personality, can achieve innovative results through their own creative work, and have made innovative contributions to social development and human progress in a certain field, industry and work.
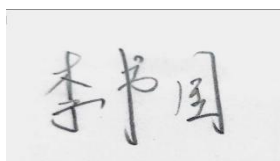
Questions	Expert 1	Comment &
	Li Shuguo	Suggestion
1. What kind of talents do you think Qinzhou free trade zone needs now?	1	
2. What is the most effective recruitment channel for government to attract **innovative talent** into Qinzhou free trade zone?	1	
3. Do you think the government should attract foreigners to speed up the development of Qinzhou free trade zone?	1	
4. What do you think is the reason why the talent attraction of Qinzhou free trade zone is relatively low?	1	
5. Which industries do you think need the participation of foreign talents?	1	
6. Do you think Qinzhou free trade zone should strengthen the attraction of foreign talents after the epidemic?	1	
7. If you were the Project leader and Governor what would be solutions?（Lack of talents）	1	
8. Do you think house prices have a great impact on talent attraction? Why?	1	
9. If the government provides accommodation for talents and their families, do you think it will solve the problem of low attraction of talents?	1	
10. Do you think the government should regulate house prices for talent attraction?	1	

Questions	Expert 1 Li Shuguo	Comment & Suggestion
11. Do you think a good educational environment will be one of the factors to attract talents to settle down?	1	
12. What do you think is the difference between innovative talents and traditional talents?	0	This question is not required, because it was already mentioned at the beginning.
13.Do you think **innovative talents** are one of the important factors for enterprise success?	1	
14. If you are the HR of the enterprise, how should you attract more innovative talents to join your company?	1	
15. What jobs do you think will increase in demand dramatically in the current pandemic?	1	
Do you think a more flexible office approach should be implemented during the outbreak?	1	
17. Do you think there will be more office opportunities during the epidemic?	1	
18. What do you think are the advantages of working from home?	0	Choose one of them with questions 16.
19. Do you think working at home would be a normal solution after the epidemic?	1	
20. What is a good working environment in your mind?	1	
21. Should a company set working environment as it's talent attracting factor?	1	
22. Do you think the working environment is related to the innovative behavior of talents?	1	

Questions	Expert 1 Li Shuguo	Comment & Suggestion
23. If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work and want to work in this free trade zone not in Shanghai or Senzhen or Hongkong or Beijing?	1	
24. What else do you care about besides salary? i.e. career path, time for kids?,time for hobby? Welfare? Free medicare? Free Housing?	1	
25. What do you think is the minimum monthly fee or salary for fresh graduates aged 21-30 working in Qinzhou free trade zone?	1	
26. What do you think is the minimum salary for working in Qinzhou free trade zone for Middle career age 30-40?	1	
27. If the salary is lower, but the environment is better, the work is easier, and you have time to spend with your parents and children, are you willing to choose such a job?	1	
28. As a talent, what actions do you want the local government or enterprises to take to make you stay?	1	
29. What factors do you think will affect a company's reputation?	1	
30. Do you think a company's reputation based on how big and rich they are?	1	
31. What policy should be included in the policy of attracting talents?	1	

Questions	Expert 1 Li Shuguo	Comment & Suggestion
32. Do you prefer to work in Qinzhou free trade zone or Pearl River Delta economic zone? Why?	1	
33. Do you think the concept of **Smart City** can be applied to Qinzhou City?	1	
34. Do you prefer the traditional way of working or the way of working under the concept of **smart city**? Why?	1	
35. Do you think **smart cities** are closely related to the Internet? What else?	1	
36. If you are not programmer what do you think help us transform traditional to **smart cities**?	1	
37. For talents like you Where and How and Which channel will use to apply for a job? Online or offline?	1	

Approved and Endorsed:

Lecturer: Dalian University of Technology

IOC Item Content Validity

Title: Study on the Influencing Factors of Talent Attraction In Guangxi Free Trade Zone Under The New Normal: Taking Qinzhou Free Trade Zone as an Example

Objective:

      1. To study what are the talent driving forces of Qinzhou free trade zone and what are the advantages of these driving forces in attracting talents to Guangxi free trade zone.

      2. To study what talents are most concerned about and how to improve these aspects to enhance the talent attraction of Qinzhou free trade zone.

      3. To study and understand the definition and demand changes of talents under the new normal after the epidemic.

Student ID: 7640201567   **Student Name:** Huang Xiongwei

Date of Collection March 11, 2022

Smart City: It refers to the use of various information technologies or innovative concepts to connect and integrate urban systems and services, so as to improve the efficiency of resource utilization, optimize urban management and services, and improve the quality of life of citizens.

Innovative Talent: It refers to people who have innovative consciousness, innovative spirit, innovative thinking, innovative knowledge, innovative ability and good innovative personality, can achieve innovative results through their own creative work, and have made innovative contributions to social development and human progress in a certain field, industry and work.

Questions	Expert 2	Comment &
	Dr.Liu Kaixi	Suggestion
1. What kind of talents do you think Qinzhou free trade zone needs now?	1	
2. What is the most effective recruitment channel for government to attract **innovative talent** into Qinzhou free trade zone?	1	
3. Do you think the government should attract foreigners to speed up the development of Qinzhou free trade zone?	1	
4. What do you think is the reason why the talent attraction of Qinzhou free trade zone is relatively low?	1	
5. Which industries do you think need the participation of foreign talents?	1	
6. Do you think Qinzhou free trade zone should strengthen the attraction of foreign talents after the epidemic?	1	
7. If you were the Project leader and Governor what would be solutions?（Lack of talents）	1	
8. Do you think house prices have a great impact on talent attraction? Why?	1	
9. If the government provides accommodation for talents and their families, do you think it will solve the problem of low attraction of talents?	1	
10. Do you think the government should regulate house prices for talent attraction?	1	
11. Do you think a good educational environment will be one of the factors to attract talents to settle down?	1	

Questions	Expert 2 Dr.Liu Kaixi	Comment & Suggestion
12. What do you think is the difference between innovative talents and traditional talents?	1	
13. Do you think **innovative talents** are one of the important factors for enterprise success?	1	
14. If you are the HR of the enterprise, how should you attract more innovative talents to join your company?	1	
15. What jobs do you think will increase in demand dramatically in the current pandemic?	1	
Do you think a more flexible office approach should be implemented during the outbreak?	1	
17. Do you think there will be more office opportunities during the epidemic?	1	
18. What do you think are the advantages of working from home?	1	
19. Do you think working at home would be a normal solution after the epidemic?	1	
20. What is a good working environment in your mind?	1	
21. Should a company set working environment as its talent attracting factor?	1	
22. Do you think the working environment is related to the innovative behavior of talents?	1	
23. If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work and want to work in this free trade zone not in Shanghai or Senzhen or Hongkong or Beijing?	1	

Questions	Expert 2 Dr.Liu Kaixi	Comment & Suggestion
24. What else do you care about besides salary? i.e. career path, time for kids?,time for hobby? Welfare? Free medicare? Free Housing?	1	
25. What do you think is the minimum monthly fee or salary for fresh graduates aged 21-30 working in Qinzhou free trade zone?	1	
26. What do you think is the minimum salary for working in Qinzhou free trade zone for Middle career age 30-40?	1	
27. If the salary is lower, but the environment is better, the work is easier, and you have time to spend with your parents and children, are you willing to choose such a job?	1	
28. As a talent, what actions do you want the local government or enterprises to take to make you stay?	1	
29. What factors do you think will affect a company's reputation?	1	
30. Do you think a company's reputation based on how big and rich they are?	1	
What policy should be included in the policy of attracting talents?	1	
32. Do you prefer to work in Qinzhou free trade zone or Pearl River Delta economic zone? Why?	1	
33. Do you think the concept of **Smart City** can be applied to Qinzhou City?	1	
34. Do you prefer the traditional way of working or the way of working under the concept of **smart city**? Why?	1	

Questions	Expert 2	Comment &
	Dr.Liu Kaixi	Suggestion
35. Do you think **smart cities** are closely related to the Internet? What else?	1	
36. If you are not programmer what do you think help us transform traditional to **smart cities**?	1	
37. For talents like you Where and How and Which channel will use to apply for a job? Online or offline?	1	

Approved and Endorsed:

Lecturer: Qinzhou free trade port Wuliang economic and Trade Co., Ltd

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IOC Item Content Validity

Title: Study on the Influencing Factors of Talent Attraction In Guangxi Free Trade Zone Under The New Normal: Taking Qinzhou Free Trade Zone as an Example

Objective:

      1. To study what are the talent driving forces of Qinzhou free trade zone and what are the advantages of these driving forces in attracting talents to Guangxi free trade zone.

      2. To study what talents are most concerned about and how to improve these aspects to enhance the talent attraction of Qinzhou free trade zone.

      3. To study and understand the definition and demand changes of talents under the new normal after the epidemic.

Student ID: 7640201567   **Student Name:** Huang Xiongwei

Date of Collection   March 11, 2022

Smart City: It refers to the use of various information technologies or innovative concepts to connect and integrate urban systems and services, so as to improve the efficiency of resource utilization, optimize urban management and services, and improve the quality of life of citizens.

Innovative Talent: It refers to people who have innovative consciousness, innovative spirit, innovative thinking, innovative knowledge, innovative ability and good innovative personality, can achieve innovative results through their own creative work, and have made innovative contributions to social development and human progress in a certain field, industry and work.

Questions	Expert 3 Qiuxue Luo	Comment & Suggestion
1. What kind of talents do you think Qinzhou free trade zone needs now?		
2. What is the most effective recruitment channel for government to attract **innovative talent** into Qinzhou free trade zone?	1	
3. Do you think the government should attract foreigners to speed up the development of Qinzhou free trade zone?	1	
4. What do you think is the reason why the talent attraction of Qinzhou free trade zone is relatively low?	1	
5. Which industries do you think need the participation of foreign talents?	1	
6. Do you think Qinzhou free trade zone should strengthen the attraction of foreign talents after the epidemic?	0	Advice plus why
7. If you were the Project leader and Governor what would be solutions? （Lack of talents）	1	
8. Do you think house prices have a great impact on talent attraction? Why?	1	
9. If the government provides accommodation for talents and their families, do you think it will solve the problem of low attraction of talents?	1	
10. Do you think the government should regulate house prices for talent attraction?	1	
11. Do you think a good educational environment will be one of the factors to attract talents to settle down?	1	

Questions	Expert 3 Qiuxue Luo	Comment & Suggestion
12. What do you think is the difference between innovative talents and traditional talents?	1	
13. Do you think **innovative talents** are one of the important factors for enterprise success?	1	
14. If you are the HR of the enterprise, how should you attract more innovative talents to join your company?	1	
15. What jobs do you think will increase in demand dramatically in the current pandemic?	1	
Do you think a more flexible office approach should be implemented during the outbreak?	1	
17. Do you think there will be more office opportunities during the epidemic?	1	
18. What do you think are the advantages of working from home?	1	
19. Do you think working at home would be a normal solution after the epidemic?	1	
20. What is a good working environment in your mind?	1	
21. Should a company set working environment as it's talent attracting factor?	1	
22. Do you think the working environment is related to the innovative behavior of talents?	1	
23. If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work and want to work in this free trade zone not in Shanghai or Senzhen or Hongkong or Beijing?	1	

Questions	Expert 3 Qiuxue Luo	Comment & Suggestion
24. What else do you care about besides salary? i.e. career path, time for kids?,time for hobby? Welfare? Free medicare? Free Housing?	1	
25. What do you think is the minimum monthly fee or salary for fresh graduates aged 21-30 working in Qinzhou free trade zone?	1	
26. What do you think is the minimum salary for working in Qinzhou free trade zone for Middle career age 30-40?	1	
27. If the salary is lower, but the environment is better, the work is easier, and you have time to spend with your parents and children, are you willing to choose such a job?	1	
28. As a talent, what actions do you want the local government or enterprises to take to make you stay?	1	
29. What factors do you think will affect a company's reputation?	0	Suggestions plus please explain
30. Do you think a company's reputation based on how big and rich they are?	1	
31. What policy should be included in the policy of attracting talents?	1	
32. Do you prefer to work in Qinzhou free trade zone or Pearl River Delta economic zone? Why?	1	
33. Do you think the concept of **Smart City** can be applied to Qinzhou City?	1	

Questions	Expert 3 Qiuxue Luo	Comment & Suggestion
34. Do you prefer the traditional way of working or the way of working under the concept of **smart city**? Why?	1	
35. Do you think **smart cities** are closely related to the Internet? What else?	1	
36. If you are not programmer what do you think help us transform traditional to **smart cities**?	1	
37. For talents like you Where and How and Which channel will use to apply for a job? Online or offline?	1	

Approved and Endorsed:

Lecturer: Baise University

IOC Item Content Validity

Title: Study on the Influencing Factors of Talent Attraction In Guangxi Free Trade Zone Under The New Normal: Taking Qinzhou Free Trade Zone as an Example

Objective:

1. To study what are the talent driving forces of Qinzhou free trade zone and what are the advantages of these driving forces in attracting talents to Guangxi free trade zone.

2. To study what talents are most concerned about and how to improve these aspects to enhance the talent attraction of Qinzhou free trade zone.

3. To study and understand the definition and demand changes of talents under the new normal after the epidemic.

Student ID: 7640201567   **Student Name:** Huang Xiongwei

Date of Collection March 12, 2022

Smart City: It refers to the use of various information technologies or innovative concepts to connect and integrate urban systems and services, so as to improve the efficiency of resource utilization, optimize urban management and services, and improve the quality of life of citizens.

Innovative Talent: It refers to people who have innovative consciousness, innovative spirit, innovative thinking, innovative knowledge, innovative ability and good innovative personality, can achieve innovative results through their own creative work, and have made innovative contributions to social development and human progress in a certain field, industry and work.

Questions	Expert 4 Su Chenghui	Comment & Suggestion
1. What kind of talents do you think Qinzhou free trade zone needs now?	1	
2. What is the most effective recruitment channel for government to attract **innovative talent** into Qinzhou free trade zone?	0	Consider changing to: What do you think is the most effective way for the government to attract innovative talents to the Qinzhou Free Trade Zone?
3. Do you think the government should attract foreigners to speed up the development of Qinzhou free trade zone?	1	
4. What do you think is the reason why the talent attraction of Qinzhou free trade zone is relatively low?	1	
5. Which industries do you think need the participation of foreign talents?	0	The range is a little wide enough to be removed.
6. Do you think Qinzhou free trade zone should strengthen the attraction of foreign talents after the epidemic?	1	
7. If you were the Project leader and Governor what would be solutions?（Lack of talents）	1	

Questions	Expert 4 Su Chenghui	Comment & Suggestion
8. Do you think house prices have a great impact on talent attraction? Why?	1	
9. If the government provides accommodation for talents and their families, do you think it will solve the problem of low attraction of talents?	1	
10. Do you think the government should regulate house prices for talent attraction?	1	
11. Do you think a good educational environment will be one of the factors to attract talents to settle down?	1	
12. What do you think is the difference between innovative talents and traditional talents?	1	
13. Do you think **innovative talents** are one of the important factors for enterprise success?	1	
14. If you are the HR of the enterprise, how should you attract more innovative talents to join your company?	1	
15. What jobs do you think will increase in demand dramatically in the current pandemic?	1	
16. Do you think a more flexible office approach should be implemented during the outbreak?	1	
17. Do you think there will be more office opportunities during the epidemic?	1	

Questions	Expert 4 Su Chenghui	Comment & Suggestion
18. What do you think are the advantages of working from home?	1	
19. Do you think working at home would be a normal solution after the epidemic?	1	
20. What is a good working environment in your mind?	1	
21. Should a company set working environment as it's talent attracting factor?	1	
22. Do you think the working environment is related to the innovative behavior of talents?	1	
23. If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work and want to work in this free trade zone not in Shanghai or Senzhen or Hongkong or Beijing?	1	
24. What else do you care about besides salary? i.e. career path, time for kids? time for hobby? Welfare? Free medicare? Free Housing?	1	
25. What do you think is the minimum monthly fee or salary for fresh graduates aged 21-30 working in Qinzhou free trade zone?	1	
26. What do you think is the minimum salary for working in Qinzhou free trade zone for Middle career age 30-40?	1	
27. If the salary is lower, but the environment is better, the work is easier, and you have time to spend with your parents and children, are you willing to choose such a job?	1	

Questions	Expert 4 Su Chenghui	Comment & Suggestion
28. As a talent, what actions do you want the local government or enterprises to take to make you stay?	1	
29. What factors do you think will affect a company's reputation?	1	
30. Do you think a company's reputation based on how big and rich they are?	1	
31. What policy should be included in the policy of attracting talents?	1	
32. Do you prefer to work in Qinzhou free trade zone or Pearl River Delta economic zone? Why?	1	
33. Do you think the concept of **Smart City** can be applied to Qinzhou City?	1	
34. Do you prefer the traditional way of working or the way of working under the concept of **smart city**? Why?	1	
35. Do you think **smart cities** are closely related to the Internet? What else?	1	
36. If you are not programmer what do you think help us transform traditional to **smart cities**?	1	
37. For talents like you Where and How and Which channel will use to apply for a job? Online or offline?	1	

Approved and Endorsed:

Lecturer: Beibu Gulf University

IOC Score Table

Questions	Expert 1 Dr. Li Shuguo	Expert 2 Dr. Liu Kaixi	Expert 3 Dr. Luo Qiuxue	Expert 4 Dr. Su Chenghui	IOC score	Comment
1. What kind of talents do you think Qinzhou free trade zone needs now?	1	1	1	1	1	
2. What is the most effective recruitment channel for government to attract **innovative talent** into Qinzhou free trade zone?	1	1	1	0	0.75	
3. Do you think the government should attract foreigners to speed up the development of Qinzhou free trade zone?	1	1	1	1	1	
4. What do you think is the reason why the talent attraction of Qinzhou free trade zone is relatively low?	1	1	1	1	1	
5. Which industries do you think need the participation of foreign talents?	1	1	1	0	0.75	

Questions	Expert 1 Dr. Li Shuguo	Expert 2 Dr. Liu Kaixi	Expert 3 Dr. Luo Qiuxue	Expert 4 Dr. Su Chenghui	IOC score	Comment
6. Do you think Qinzhou free trade zone should strengthen the attraction of foreign talents after the epidemic?	1	1	0	1	0.75	
7. If you were the Project leader and Governor what would be solutions? (Lack of talents)	1	1	1	1	1	
8. Do you think house prices have a great impact on talent attraction? Why?	1	1	1	1	1	
9. If the government provides accommodation for talents and their families, do you think it will solve the problem of low attraction of talents?	1	1	1	1	1	
10. Do you think the government should regulate house prices for talent attraction?	1	1	1	1	1	

Questions	Expert 1 Dr. Li Shuguo	Expert 2 Dr. Liu Kaixi	Expert 3 Dr. Luo Qiuxue	Expert 4 Dr. Su Chenghui	IOC score	Comment
11. Do you think a good educational environment will be one of the factors to attract talents to settle down?	1	1	1	1	1	
12. What do you think is the difference between innovative talents and traditional talents?	0	1	1	1	0.75	
13. Do you think **innovative talents** are one of the important factors for enterprise success?	1	1	1	1	1	
14. If you are the HR of the enterprise, how should you attract more innovative talents to join your company?	1	1	1	1	1	
15. What jobs do you think will increase in demand dramatically in the current pandemic?	1	1	1	1	1	
16. Do you think a more flexible office approach should be implemented during the outbreak?	1	1	1	1	1	

Questions	Expert 1 Dr. Li Shuguo	Expert 2 Dr. Liu Kaixi	Expert 3 Dr. Luo Qiuxue	Expert 4 Dr. Su Chenghui	IOC score	Comment
17. Do you think there will be more office opportunities during the epidemic?	1	1	1	1	1	
18. What do you think are the advantages of working from home?	0	1	1	1	07.5	
19. Do you think working at home would be a normal solution after the epidemic?	1	1	1	1	1	
20. What is a good working environment in your mind?	1	1	1	1	1	
21. Should a company set working environment as it's talent attracting factor?	1	1	1	1	1	
22. Do you think the working environment is related to the innovative behavior of talents?	1	1	1	1	1	

Questions	Expert 1 Dr. Li Shuguo	Expert 2 Dr. Liu Kaixi	Expert 3 Dr. Luo Qiuxue	Expert 4 Dr. Su Chenghui	IOC score	Comment
23. If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work and want to work in this free trade zone not in Shanghai or Senzhen or Hongkong or Beijing?	1	1	1	1	1	
24. What else do you care about besides salary? i.e. career path, time for kids?,time for hobby? Welfare? Free medicare? Free Housing?	1	1	1	1	1	
25. What do you think is the minimum monthly fee or salary for fresh graduates aged 21-30 working in Qinzhou free trade zone?	1	1	1	1	1	
26. What do you think is the minimum salary for working in Qinzhou free trade zone for Middle career age 30-40?	1	1	1	1	1	

Questions	Expert 1	Expert 2	Expert 3	Expert 4	IOC score	Comment
	Dr. Li Shuguo	Dr. Liu Kaixi	Dr. Luo Qiuxue	Dr. Su Chenghui		
27. If the salary is lower, but the environment is better, the work is easier, and you have time to spend with your parents and children, are you willing to choose such a job?	1	1	1	1	1	
28. As a talent, what actions do you want the local government or enterprises to take to make you stay?	1	1	1	1	1	
29. What factors do you think will affect a company's reputation?	1	1	0	1	1	
30. Do you think a company's reputation based on how big and rich they are?	1	1	1	1	1	
31. What policy should be included in the policy of attracting talents?	1	1	1	1	1	
32. Do you prefer to work in Qinzhou free trade zone or Pearl River Delta economic zone? Why?	1	1	1	1	1	

Questions	Expert 1 Dr. Li Shuguo	Expert 2 Dr. Liu Kaixi	Expert 3 Dr. Luo Qiuxue	Expert 4 Dr. Su Chenghui	IOC score	Comment
33. Do you think the concept of **Smart City** can be applied to Qinzhou City?	1	1	1	1	1	
34. Do you prefer the traditional way of working or the way of working under the concept of **smart city**? Why?	1	1	1	1	1	
35. Do you think **smart cities** are closely related to the Internet? What else?	1	1	1	1	1	
36. If you are not programmer what do you think help us transform traditional to **smart cities**?	1	1	1	1	1	
37. For talents like you Where and How and Which channel will use to apply for a job? Online or offline?	1	1	1	1	1	

Appendix D

Finding and Analysis

Respond No.	Name	Age	Gender
Respond 1	Mr. Huang Xuankai	Age 23	Male
Respond 2	Ms. Chen Xinle	Age 23	Female
Respond 3	Mr. Chen Xinquan	Age 26	Male
Respond 4	Mr. Huang Jingfeng	Age 21	Male
Respond 5	Ms. Lin huan	Age 23	Female
Respond 6	Ms.Liu Guifang	Age 23	Female
Respond 7	Ms.TanQumei	Age 25	Female
Respond 8	Mr. Luo Xing kai	Age 26	Male
Respond 9	Ms.Liu Xu	Age 25	Female
Respond 10	Mr.Huang Dian	Age 26	Male

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
1. The input of talents will greatly increase the economic development of Qinzhou free trade zone. 1.1: What kind of talents do you think Qinzhou free trade zone needs now? 1.2: In what way can the government attracts more talents? 1.3: In the case of epidemic situation, do you think it is good for talents to move in different places? Should the government attract foreign talents?						
Agreed 1.1Highly educated talents and highly skilled talents and innovative talents. 1.2 Issue more preferential policies to attract talents.	Agreed 1.1 I think more professionals should be, because Qinzhou is building a strong industrial city. 1.2 I personally believe that more large enterprises should be introduced	Agreed 1.1 highly educated talents and innovative talents will be more popular, especially those who have made achievements in high-end fields, which is rare.	Agreed 1.1 highly educated talents will be more urgently needed. 1.2 the government has introduced more talent policies and given preferential treatment to talents.	Agreed 1.1 Introduce highly educated talents and develop the tertiary industry. 1.2 Develop economic strength and attract high-tech enterprises to settle in.	Agreed 1.1 I think Qinzhou free trade zone needs high-quality talents because of the needs of economic development.	Agreed 1.1 I think these talents should be talents with higher education. 2.1. The government should formulate policies to attract talents.

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
1. The input of talents will greatly increase the economic development of Qinzhou free trade zone. 1.1: What kind of talents do you think Qinzhou free trade zone needs now? 1.2: In what way can the government attracts more talents? 1.3: In the case of epidemic situation, do you think it is good for talents to move in different places? Should the government attract foreign talents?						
1.3 I think it's better not to have too much personnel flow at the stage of epidemic prevention and control. At the present stage, it's still necessary to restrict the entry of foreign personnel, because there may be the risk of carrying the virus.	because talents prefer large enterprises and the wages of large enterprises are higher. 1.3 yes, but it's not good to keep it appropriate.	1.2 efforts should be made to develop the local economy, improve the economy and attract talents. 1.3 no, in case of epidemic situation, personnel mobility should be reduced, because there will be risks.	1.3 try to recruit local talents, because some people like to work close to home.	1.3 Try to recruit domestic talents, because the epidemic is serious.	1.2 Promoting the development of Qinzhou is the key, and talents for economic development will come. 1.3 I disagree with this statement.	1.3 I think this is wrong because the risk is too high.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
1. The input of talents will greatly increase the economic development of Qinzhou free trade zone. 1.1: What kind of talents do you think Qinzhou free trade zone needs now? 1.2: In what way can the government attracts more talents? 1.3: In the case of epidemic situation, do you think it is good for talents to move in different places? Should the government attract foreign talents?					
Agreed 1.1 the government of Qinzhou free trade zone should recruit more talents with innovative ability, so as to really promote the development of Qinzhou.	Agreed 1.1 I think we should find ways to introduce more professional and technical talents. 1.2 try to reduce the house price in Qinzhou.	Agreed 1.1 Highly educated talents, because many enterprises value education. 1.2 Attract more large enterprises to settle in Qinzhou. 1.3 No.	1. At present, Qinzhou free trade zone needs highly educated professionals and innovative talents with comprehensive ability, especially in the field of high technology.	1. Qinzhou free trade zone needs innovative talents with comprehensive ability. 2. Qinzhou free trade zone should develop economy and introduce policies to attract talents.	1. Innovative talents 2. Comprehensive capacity 3. Economic development 4. Introduction of policies 5. Reduce talent mobility

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
1. The input of talents will greatly increase the economic development of Qinzhou free trade zone. 1.1: What kind of talents do you think Qinzhou free trade zone needs now? 1.2: In what way can the government attracts more talents? 1.3: In the case of epidemic situation, do you think it is good for talents to move in different places? Should the government attract foreign talents?					
1.2 to improve the local development level, Qinzhou free trade zone is still relatively poor. 1.3 I disagree.	The house price is too expensive to afford. 1.3 local talents should be retained as far as possible.		2. Qinzhou free trade zone should develop local economy, introduce large enterprises and introduce policies to attract talents. 3. In the epidemic situation, we should not support the flow of talents between different regions.	3. Under the epidemic situation, talents are not suitable to flow everywhere.	

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
2. Qinzhou's current talent attraction is insufficient. 2.1: What is the cause of that? 2.2: Do you think Qinzhou should strengthen the attraction of foreign talents after the epidemic? 2.3: If you were the Project leader and Governor what would be solutions?						
Agreed 2.1 Economically is relatively poor, and the salary is low, suitable for pension. 2.2 Of course. 2.3 More preferential policies are issued to attract talent.	Agreed 2.1 Without large enterprises, wages are too low, how can 985211 students be willing to stay here? 2.2 Of course	Agreed 2.1 The local experience level is low and the income level is low. 2.2 Yes. 2.3 Strive to develop the economic level of Qinzhou.	Agreed 2.1 the economic development level of Qinzhou free trade zone is relatively backward. 2.2 I agree with this statement	Agreed 2.1 because Qinzhou is an underdeveloped and backward region, the GDP development level is not high. 2.2 of course.	Agreed 2.1 there are too few large enterprises in Qinzhou. They are all small enterprises with low wages. 2.2 No.	Agreed 2.1 the house price in Qinzhou free trade zone is still a little higher. I can't afford a house. 2.2 I don't think so.

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
2. Qinzhou's current talent attraction is insufficient. 2.1: What is the cause of that? 2.2: Do you think Qinzhou should strengthen the attraction of foreign talents after the epidemic? 2.3: If you were the Project leader and Governor what would be solutions?						
	2.3 Introduce more big enterprises, because talent prefer big enterprises.		2.3 Qinzhou government should introduce more talent policies to develop the economy.	2.3 release policies to attract talents, such as house price reduction and exemption policies.	2.3 reward talents with some things so that they can enjoy the benefits of the policy to attract talents.	2.3 the government can try to attract more enterprises to settle in Qinzhou and attract talents driven by enterprises.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
2. Qinzhou's current talent attraction is insufficient. 2.1: What is the cause of that? 2.2: Do you think Qinzhou should strengthen the attraction of foreign talents after the epidemic? 2.3: If you were the Project leader and Governor what would be solutions?					
Agreed 2.1 Qinzhou is not a developed place, and compared with Beijing, Shanghai, Guangzhou and Shenzhen, the salary is too low. 2.2 I don't agree with this statement.	Agreed 2.1 talents like to work in developed areas, while Qinzhou Free Trade Zone obviously does not belong to developed areas, and the relevant facilities of the city are not good. 2.2 I disagree with this statement.	Agreed 2.1 Qinzhou's economy and wages are low, so we should recruit more enterprises and promulgate more economic policies.	1. Qinzhou free trade zone is still a backward area, with low salary, lack of large enterprises and high house prices. 2. After the epidemic, we should increase the introduction of foreign talents.	1. Low salary, lack of large enterprises and high house prices are not conducive to attracting talents. 2. After the epidemic, we should increase the introduction of foreign talents.	1. Salary 2. House price 3. Policy

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
2. Qinzhou's current talent attraction is insufficient.					
2.1: What is the cause of that?					
2.2: Do you think Qinzhou should strengthen the attraction of foreign talents after the epidemic?					
2.3: If you were the Project leader and Governor what would be solutions?					
2.3 we should learn from the experience of other developed regions, such as building Qinzhou into a smart city.	2.3 the government should strengthen the environmental construction of Qinzhou free trade zone. I prefer places with good environment, because there are too many industries in Qinzhou free trade zone and the air is very poor.	2.2 No. 2.3 Award more talents to attract talents.	3. The government of Qinzhou free trade zone should introduce more policies to attract talents.	3. Attract talents with policies..	

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
3. Are you satisfied with the house prices in Qinzhou free trade zone? 3.1: Do you think house prices have a great impact on talent attraction? Why? 3.2: Do you think the government should regulate house prices for talent attraction?						
Disagreed 3.1Yes, cities with too high housing prices will make me lose the motivation to struggle. 3.2 Of course.	Disagreed 3.1 House prices must be the lower the better, which has become a hurdle for young people. 3.2 Of course.	Disagreed 3.1 Yes, because accommodation is the most basic requirement, If the accommodation cannot be satisfied, talents will not choose. 3.2 Of course.	Disagreed 3.1 No matter how high the salary is, it's useless if you can't afford a house, so the house price must be linked to the consumption level. 3.2 Of course.	Disagreed 3.1 I agree, because the current housing prices in China are too high, and ordinary people can't afford to buy them by themselves. 3.2 Yes.	Disagreed 3.1 Yes, because most young people can't afford a house. 3.2 Of course.	Disagreed 2.1 Because the house is the foundation of life, only with a house can we work at ease. 3.2 Yes.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
3. Are you satisfied with the house prices in Qinzhou free trade zone? 3.1: Do you think house prices have a great impact on talent attraction? Why? 3.2: Do you think the government should regulate house prices for talent attraction?					
Disagreed 3.1 The house is the basis for deciding whether to work there. 3.2 Of course.	Disagreed 3.1 Yes, house is very important, one of the most important things of modern people. 3.2 Of course.	Disagreed 3.1 Yes, house is related to my career choice, and I feel that according to the current house price level, it is difficult for young people to own a house by themselves. 3.2 Of course.	1. House price is very important for talents to choose a job, because ordinary young people can't afford a house, and the house is the basis of life 2. The government should introduce policies to regulate house prices.	1. House price is very important for talents to choose jobs. 2. The government should regulate house prices.	1.High house price 2.House price policy

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7

4. The working environment is very important to my career choice.
 	
   4.1: What is a good working environment in your mind?
 	
   4.2: Should a company set working environment as it's talent attracting.
 	
   4.3: If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work?						

Agreed 4.1 At least the environment is neat, and then your colleagues and superiors get along well. 4.2 Yes.	Agreed 4.1 The company's internal environment is clean and tidy enough to improve the space of complete external supporting facilities, such as complete supermarket transportation and so on.	Agreed 4.1 Look at the comfortable environment and unique decoration style. 4.2 I think so.	Agreed 4.1 I think it should be a clean and tidy environment and comfortable interpersonal relationship. 4.2 Of course.	Agreed 4.1 Higher salary and better environment. 4.2 Of course	Agreed 4.1 The layout of the office is reasonable. 4.2 Of course.	Agreed 4.1 There are more green plants in the office. 4.2 Of course.

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
4. The working environment is very important to my career choice. 4.1: What is a good working environment in your mind? 4.2: Should a company set working environment as it's talent attracting. 4.3: If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work?						
4.3 I will manage it humanized, at least not demanding on employees to work overtime.	4.2 Yes. 4.3 Set up more welfare systems, raise wages, care for employees, and make them feel warm.	4.3 Provide them with good treatment and office environment.	4.3 Raise salary, that's all they think.	4.3 Give them more wages, more holidays and more benefits.	4.3 Raise the salary of employees. I think salary is the most important.	4.3 Ask the designer to design the decoration of the office.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
4. The working environment is very important to my career choice. 4.1: What is a good working environment in your mind? 4.2: Should a company set working environment as it's talent attracting. 4.3: If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work?					
Agreed 4.1 The decoration of the office looks good. 4.2 Of course. 4.3 Spend more money on decorating the office.	Agreed 4.1 The decoration of the office is unique. 4.2 Of course. 4.3 Give them more wages, more holidays and more benefits.	Agreed 4.1 The decoration of the office looks good, and the environment around the company should be beautiful, such as a park. 4.2 Of course.	1. Clean and tidy internal and external environment, harmonious relationship between superiors and subordinates and colleagues, and convenient surrounding facilities.	1. Clean environment, good interpersonal relationship and convenient facilities. 2. Enterprises should take the environment as the selling point to attract talents.	1. Internal environment 2. External environment 3. Relationship between people 4. Raise salary

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
4. The working environment is very important to my career choice. 4.1: What is a good working environment in your mind? 4.2: Should a company set working environment as it's talent attracting. 4.3: If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work?					
		4.3 Provide them with good treatment and office environment.	2. Enterprises should take the environment as the selling point to attract talents. 3. Improve the salary of employees, be good to employees and improve the environment of the enterprise.	3. Increase the salary of employees and improve the environment of the enterprise.	

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7

5. I pay great attention to the salary of my work.
 	
    5.1: Comparing Qinzhou and Shenzhen, do you think salary is the only factor you consider?
 	
    5.2: What do you think is the minimum working standard for working in Qinzhou free trade zone?						

Agreed 5.1 Yes 5.2 3000	Agreed 5.1 I am the only child, and I want to have more time with my family, so I'm not very concerned about my salary, and I don't have too much life pressure in Qinzhou. 5.2 4500.	Agreed 5.1 I think it's more about family. 5.2 4000.	Agreed 5.1 You can take more care of your family and go home conveniently. 5.2 4000.	Agreed 5.1 Close to home, but the salary is low. 5.2 3500.	Agreed 5.1 no, if the relationship with colleagues is good, and the environment and treatment are also good, the salary can be lower. 5.2 3200.	Agreed 5.1 If it is a job close to home, I can choose a lower salary. 5.2 3500.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
5. I pay great attention to the salary of my work. 5.1: Comparing Qinzhou and Shenzhen, do you think salary is the only factor you consider? 5.2: What do you think is the minimum working standard for working in Qinzhou free trade zone?					
Agreed 5.1 Of course. 5.2 3500.	Agreed 5.1 You can take more care of your family and go home conveniently. 5.2 4000.	Agreed 5.1 Of course. 5.2 2000.	The wages in Qinzhou free trade zone are much lower than those in developed areas such as Shenzhen, but for many people, the prices in Qinzhou free trade zone are cheaper and closer to home, which is their consideration.	Although the salary of working in Qinzhou is not high, it is very close to my hometown. You can take care of your family.	1. Family connection 2. Low wages

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7

6. The government should issue a number of policies to attract talents.
 	
   6.1: What do you think should be included in the policy of attracting talents?
 	
   6.2: Do you think Qinzhou Free Zone's current talent policy is rich?						

Agreed 6.1 Housing price reduction, household registration transfer, children to go to school support, etc. 6.2 Not rich.	Agreed 6.1 Increase overall wages and other benefits as much as possible. 6.2 seldom.	Agreed 6.1 Talents can enjoy preferential housing prices in Qinzhou 6.2 Qinzhou is short of talents.	Agreed 6.1 Housing subsidy and transfer account. 6.2 I think Qinzhou talents are scarce.	Agreed 6.1 I'm more concerned about salary, but it doesn't matter if the salary is higher. 6.2 Qinzhou is short of talents.	Agreed 6.1 I am more concerned about whether there are subsidies for foreign talents. 6.2 No.	Agreed 6.1 Housing price reduction, household registration transfer, children to go to school support, etc. 6.2 No.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
6. The government should issue a number of policies to attract talents. 6.1: What do you think should be included in the policy of attracting talents? 6.2: Do you think Qinzhou Free Zone's current talent policy is rich?					
Agreed 6.1 I'm concerned about the salary. I just need to have enough salary. 6.2 No.	Agreed 6.1 I pay more attention to the housing price subsidy policy for talents. 6.2 No.	Agreed 6.1 talents can enjoy preferential house prices and living subsidies in Qinzhou. 6.2 No.	1. The government should provide some policies for talents in Qinzhou Free Trade Zone, such as house price reduction policy and living subsidy policy, so as to attract talents. 2. The current talent attraction of Qinzhou free trade zone is low.	1. The government should promulgate policies to attract talents. 2. The current talent attraction of Qinzhou free trade zone is low.	1. House price policy 2. Allowance

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7

7. I prefer to work at home after the epidemic.
 	
    7.1: What is a good point of Working at home?
 	
    7.2: Do you prefer to work at home? And how many days a week?
 	
    7.3: Do you think working at home would be a normal solution after the epidemic?						

Agreed 7.1 You can have more private space and more opportunities to accompany your family. 7.2 Yes, five days a week to give a double rest, I am not greedy. 7.3 Yes.	Disagreed 7.1 Do not have to face my boss or colleagues, I have a social phobia. 7.2 Of course, I prefer to schedule the time freely. 7.3 Yes.	Agreed 7.1 you can have more time to cultivate your personal interests and hobbies, and you can have more time to exercise. 7.2 yes, it's best to have two rest days a week. 7.3 yes.	Disagreed 7.1 Do not have to face my boss or colleagues, I have a social phobia. 7.2 Of course, I prefer to schedule the time freely. 7.3 Yes.	Agreed 7.1 You can use more spare time to earn extra money and get more money. 7.2 I think it's better to have at least two days off every week. 7.3 yes.	Agreed 7.1 Spend more time with your family. 7.2 Yes, it depends on the work arrangement. 7.3 Yes.	Agreed 7.1 You can have more private space and more opportunities to accompany your family. 7.2 Of course, I prefer to schedule the time freely. 7.3 Yes.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
7. I prefer to work at home after the epidemic.					
7.1: What is a good point of Working at home?					
7.2: Do you prefer to work at home? And how many days a week?					
7.3: Do you think working at home would be a normal solution after the epidemic?					
Agreed 7.1 You can have more private space and more opportunities to accompany your family. 7.2 Yes, the more the better. 7.3 Yes.	Agreed 7.1 Have more time to deal with your own affairs. 7.2 Of course, I prefer to schedule the time freely. 7.3 Yes.	Agreed 7.1 You can have time to cultivate your hobbies. 7.2 Yes, about three days a week. 7.3 Yes.	Home office is a very suitable form of work during the epidemic. In this case, you can spend more time with your family, cultivate your hobbies and earn extra money.	Home office is suitable for the epidemic and has more time to deal with affairs.	1. Accompany with family. 2. Cultivate yourself.

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
8. Enterprises will need more innovative talents. 8.1: What do you think is the difference between innovative talents and traditional talents? 8.2: Do you think innovative talents and highly educated talents are the same? 8.3: If you are the HR of the enterprise, how should you attract more innovative talents to join your company?						
Agreed 8.1 Innovative talent should refer to the kind of talent that creates new things on the existing basis, while the traditional talent refers to the improvement talent according to the existing things.	Agreed 8.1 Have more ability of innovation, stronger initiative, more in line with the needs of the current social development. 8.2 Disagree.	Agreed 8.1 Innovative talents is a new concept, which refers to talents with abilities in all aspects. 8.2 Yes.	Agreed 8.1 Innovative talents should be innovative and can create new things. 8.2 Yes.	Agreed 8.1 Innovative talents are the talents needed in this era, bringing forth new talents. 8.2 Yes.	Agreed 8.1 Smart talents are more innovative and meet the needs of modern society. 8.2 I don't think so.	Agreed 8.1 The salary of intelligent talents is higher than that of traditional talents. 8.2 I think so to some extent.

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
8. Enterprises will need more innovative talents.						
8.1: What do you think is the difference between innovative talents and traditional talents?						
8.2: Do you think innovative talents and highly educated talents are the same?						
8.3: If you are the HR of the enterprise, how should you attract more innovative talents to join your company?						
8.2 A different high degree does not necessarily mean a high innovation ability. 8.3 It is suggested that the company raise the salary level and welfare system.	8.3 It is suggested that the company raise the salary level and welfare system.	8.3 Promote the technology level of your company, because technology is related to innovation.	8.3 First of all, improve the innovation level of your company. Only in this way can you recruit innovative talents.	8.3 First, transform to enhance the company's innovative strength, and then enhance its economic strength.	8.3 For talents with innovative ability, raise their wages.	8.3 It is suggested that the company raise the salary level and welfare system.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
8. Enterprises will need more innovative talents.					
8.1: What do you think is the difference between innovative talents and traditional talents?					
8.2: Do you think innovative talents and highly educated talents are the same?					
8.3: If you are the HR of the enterprise, how should you attract more innovative talents to join your company?					
Agreed 8.1 Have more ability of innovation, stronger initiative, more in line with the needs of the current social development. 8.2 Different, I think innovation is more important than education. 8.3 Set up an innovation center within the company to attract talents.	Agreed 8.1 Innovative talents is a new concept, which refers to talents with abilities in all aspects. 8.2 I disagree. 8.3 I think raising wages is a more effective way.	Agreed 8.1 Smart talents have more comprehensive abilities. 8.2 I think so. 8.3 Whether they have the ability to innovate is included in the salary standard.	Innovative talents should be able to create new things on the original things. Most people think that innovative talents are highly educated talents. As a personnel, they should publicize the company's scientific and technological level and salary to recruit innovative talents.	At present, Qinzhou needs innovative talents very much, and the culture of innovative talents is very high. Enterprises need innovative talents.	1. Raise salary 2. Innovation ability

Respond 1	Respond 2	Respond 3	Respond 4	Respond 5	Respond 6	Respond 7
9. I attach great importance to the local infrastructure when selecting jobs. 9.1 What infrastructure are you most concerned about? 9.2 Do you think the level of infrastructure in developed areas will be better?						
Agreed 9.1 I think the local medical and educational level is more important because it is related to daily life. 9.2 yes.	Agreed 9.1 I'm more concerned about the convenience of shopping and the good education in this place. 9.2 yes.	Agreed 9.1 what I pay more attention to is the convenient transportation there? 9.2 yes.	Agreed 9.1 There are many markets, how about public security? 9.2 Yes.	Agreed 9.1 I am more concerned about the local education level and the convenience of life. 9.2 Yes.	Agreed 9.1 I pay more attention to the level of medical treatment and education, as well as the convenience of transportation. 9.2 yes.	Agreed 9.1 I'm more concerned about the convenience of shopping and the good education in this place. 9.2 yes.

Respond 8	Respond 9	Respond 10	Coding round 1	Coding cycle 2	Categorizing (Keyword)
9. I attach great importance to the local infrastructure when selecting jobs. 9.1 What infrastructure are you most concerned about? 9.2 Do you think the level of infrastructure in developed areas will be better?					
Agreed 9.1 Is the traffic convenient? 9.2 Yes.	Agreed 9.1 I am more concerned about the local education level and the convenience of life. 9.2 Yes.	Agreed 9.1 are there many supermarkets? How's the security situation around here? Is there a bus station and high-speed railway station nearby? 9.2 yes.	Most people attach great importance to the infrastructure environment of the workplace, such as medical and educational level, transportation convenience, etc.	The level of medical treatment, education and convenient transportation are highly valued.	1.infrastructure 2.traffic 3.Medical level 4.Educational level

| 1. The input of talents will greatly increase the economic development of Qinzhou free trade zone. 1.1 What kind of talents do you think Qinzhou free trade zone needs now? 1.2 In what way can the government attracts more talents? 1.3 In the case of epidemic situation, do you think it is good for talents to move in different places? Should the government attract foreign talents?		
Coding round 1	Coding cycle 2	Categorizing (Keyword)
1. At present, Qinzhou free trade zone needs highly educated professionals and innovative talents with comprehensive ability, especially in the field of high technology. 2. Qinzhou free trade zone should develop local economy, introduce large enterprises and introduce policies to attract talents. 3. In the epidemic situation, we should not support the flow of talents between different regions.	1. Qinzhou free trade zone needs innovative talents with comprehensive ability. 2. Qinzhou free trade zone should develop economy and introduce policies to attract talents. 3. Under the epidemic situation, talents are not suitable to flow everywhere.	1. Innovative talents 2. Comprehensive capacity 3. Economic development 4. Introduction of policies 5. Reduce talent mobility

2. Qinzhou's current talent attraction is insufficient.		
2.1 What is the cause of that?		
2.2 Do you think Qinzhou should strengthen the attraction of foreign talents after the epidemic?		
2.3 If you were the Project leader and Governor what would be solutions?		
Coding round 1	Coding cycle 2	Categorizing (Keyword)
1. Qinzhou free trade zone is still a backward area, with low salary, lack of large enterprises and high house prices. 2. After the epidemic, we should increase the introduction of foreign talents. 3. The government of Qinzhou free trade zone should introduce more policies to attract talents.	1. Low salary, lack of large enterprises and high house prices are not conducive to attracting talents. 2. After the epidemic, we should increase the introduction of foreign talents. 3. Attract talents with policies..	1. Salary 2. House price 3. Policy
3. Are you satisfied with the house prices in Qinzhou free trade zone? 3.1: Do you think house prices have a great impact on talent attraction? Why? 3.2: Do you think the government should regulate house prices for talent attraction?		
1. House price is very important for talents to choose a job, because ordinary young people can't afford a house, and the house is the basis of life 2. The government should introduce policies to regulate house prices.	1. House price is very important for talents to choose jobs. 2. The government should regulate house prices.	1.High house price 2.House price policy

4. The working environment is very important to my career choice. 4.1 What is a good working environment in your mind? 4.2 Should a company set working environment as it's talent attracting. 4.3 If you are the boss of a company, in what way you will do to make your staffs feel comfortable at work?		
Coding round 1	Coding cycle 2	Categorizing (Keyword)
1. Clean and tidy internal and external environment, harmonious relationship between superiors and subordinates and colleagues, and convenient surrounding facilities. 2. Enterprises should take the environment as the selling point to attract talents. 3. Improve the salary of employees, be good to employees and improve the environment of the enterprise.	1. Clean environment, good interpersonal relationship and convenient facilities. 2. Enterprises should take the environment as the selling point to attract talents. 3. Increase the salary of employees and improve the environment of the enterprise.	1. Internal environment 2. External environment 3. Relationship between people 4. Raise salary

5. I pay great attention to the salary of my work.		
5.1 Comparing Qinzhou and Shenzhen, do you think salary is the only factor you consider?		
5.2 What do you think is the minimum working standard for working in Qinzhou free trade zone?		
Coding round 1	Coding cycle 2	Categorizing (Keyword)
The wages in Qinzhou free trade zone are much lower than those in developed areas such as Shenzhen, but for many people, the prices in Qinzhou free trade zone are cheaper and closer to home, which is their consideration.	Although the salary of working in Qinzhou is not high, it is very close to my hometown. You can take care of your family.	1.Family connection 2.Low wages
6. The government should issue a number of policies to attract talents.		
6.1 What do you think should be included in the policy of attracting talents?		
6.2 Do you think Qinzhou Free Zone's current talent policy is rich?		
1. The government should provide some policies for talents in Qinzhou Free Trade Zone, such as house price reduction policy and living subsidy policy, so as to attract talents. 2. The current talent attraction of Qinzhou free trade zone is low.	1. The government should promulgate policies to attract talents. 2. The current talent attraction of Qinzhou free trade zone is low.	1.House price policy 2.Allowance

7. I prefer to work at home after the epidemic.		
7.1 What is a good point of Working at home?		
7.2 Do you prefer to work at home? And how many days a week?		
7.3 Do you think working at home would be a normal solution after the epidemic?		
Coding round 1	Coding cycle 2	Categorizing (Keyword)
Home office is a very suitable form of work during the epidemic. In this case, you can spend more time with your family, cultivate your hobbies and earn extra money.	Home office is suitable for the epidemic and has more time to deal with affairs.	1. Accompany with family. 2. Cultivate yourself.
8. Enterprises will need more innovative talents.		
8.1 What do you think is the difference between innovative talents and traditional talents?		
8.2 Do you think innovative talents and highly educated talents are the same?		
8.3 If you are the HR of the enterprise, how should you attract more innovative talents to join your company?		
Innovative talents should be able to create new things on the original things. Most people think that innovative talents are highly educated talents. As a personnel, they should publicize the company's scientific and technological level and salary to recruit innovative talents.	At present, Qinzhou needs innovative talents very much, and the culture of innovative talents is very high. Enterprises need innovative talents.	1. Raise salary 2. Innovation ability

9. I attach great importance to the local infrastructure when selecting jobs.		
9.1 What infrastructure are you most concerned about?		
9.2 Do you think the level of infrastructure in developed areas will be better?		
Coding round 1	Coding cycle 2	Categorizing (Keyword)
Most people attach great importance to the infrastructure environment of the workplace, such as medical and educational level, transportation convenience, etc.	The level of medical treatment, education and convenient transportation are highly valued.	1. infrastructure 2. traffic 3. Medical level 4. Educational level
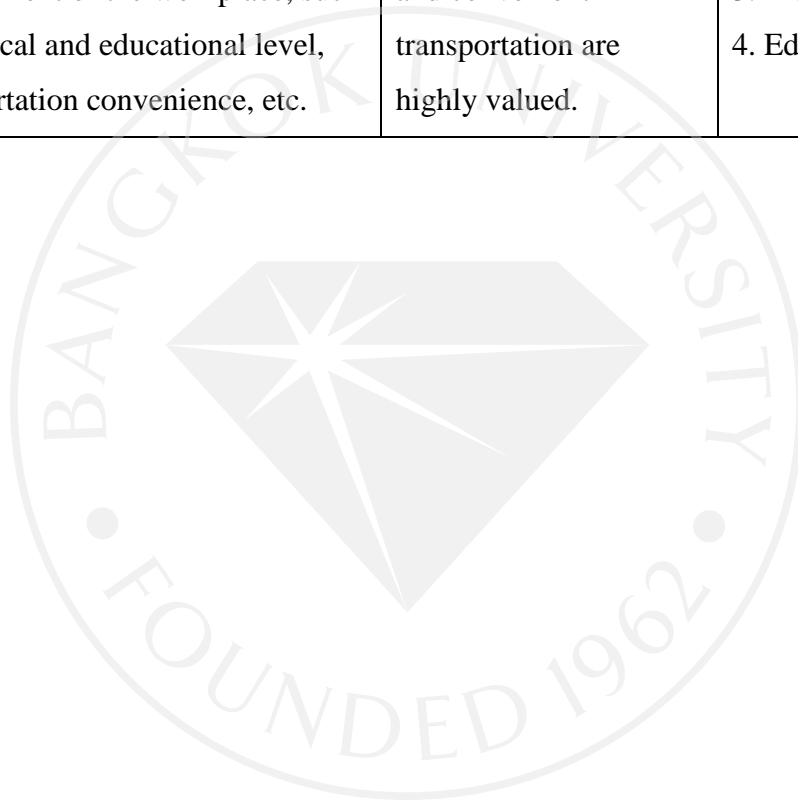
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