

# 《职在中国》杂志栏目思维导图

## Mind Map of WorkinChina Magazine Columns

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### 一、核心定位板块

办刊宗旨：随着中国经济的快速发展和现代化进程的加速，外国在华留学生毕业后的就业职场环境也随之发生变化。同时海外归国人才也面临着同样的困惑与需求。因此，《职在中国》杂志作为就业指导，应运而生，其实用价值在现代中外留学人员职场中日益凸显出来。

鉴此，《职在中国》的核心价值定位及办刊宗旨，便是将就业政策法规、就业需求信息、就业指导、就业手续办理，就业市场环境及走向等至关重要的实用资讯提供给在华外国留学生及海外归国人才，使其在毕业前就已全面了解中国政府有关部门发布的各项规定，从而在心理上做好各项准备。

其最终目的是：搭建理解中国职场的桥梁，以跨文化视角深度剖析中国职业发展脉络，促进全球人才交流与职场文明互鉴，助力国际人才融入中国职场生态，推动中国职场经验走向世界舞台。

内容定位：兼顾学术性与实用性，包含中国职场变革的深度学术研究、行业领袖的一手经验分享、国家政策法规的权威解读。

读者定位：在华留学生、归国人才、外籍职场人士、关注中国职场的全球专业人士与学者。

### I. Core Positioning Section

Editorial Purpose: With the rapid development of China's economy and the acceleration of its modernization drive, the employment environment for foreign students in China after graduation has also undergone changes. At the same time, overseas returnees are facing the same confusions and needs. Therefore, WorkinChina magazine, as a career guidance resource, has emerged as the times require, and its practical value has become increasingly prominent in the workplace of modern Chinese and foreign students.

In view of this, the core value positioning and editorial purpose of WorkinChina is to provide foreign students in China and overseas returnees with crucial practical information such as employment policies and regulations, employment demand information, career guidance, employment procedure handling, as well as the employment market environment and trends. This enables them to fully understand various regulations issued by relevant Chinese government departments before graduation, thereby making adequate psychological preparations.

Its ultimate goal is: Build a bridge for understanding China's workplace, conduct in-depth analysis of the context of China's career development from a cross-cultural perspective, promote global talent exchange and workplace civilization mutual learning, assist international talents in integrating into China's workplace ecosystem, and drive China's workplace experience to the world stage.

Content Positioning: Balance academic rigor and practicality, including in-depth academic research on China's workplace changes, first-hand experience sharing from industry leaders, and authoritative interpretations of national policies and regulations.

Reader Positioning: International students in China, returned talents, foreign professionals, global professionals and scholars concerned about China's workplace.

Editorial Goals:

办刊目标：短期成为国际人才了解中国职场与创业环境的首要信息源；中期打造跨文化职场交流与创业合作的核心社群；长期塑造具有全球影响力的中国职场研究与创新创业实践话语体系。

## 二、“留学生职场导航”专栏

### 1. 学习相关

中国高校学术资源利用技巧，如参与学术社团、申请科研项目等。

从本国教育体系到中国学术环境的过渡方法。

### 2. 生活相关

租房、出行、饮食等生活实用信息。

快速适应中国生活节奏、融入当地社群的建议。

### 3. 工作相关

中国企业的招聘偏好、简历精进之道与面试文化差异解析。

如何善用实习机遇积累行业资源、在跨文化团队中彰显优势。

### 4. 签证相关

各类签证的申请流程、期限规定及转换条件解读。

毕业后留华工作或创业的工作签证、创业签证申请攻略与政策解读。

### 5. 文化相关

中国职场礼仪、人际交往规则介绍。

传统节日与习俗在工作场景中的体现解析。

### 6. 创业相关

各地留学生创业园的优惠入驻条件、创业补贴申请渠道。

成功留学生创业者案例分享，涵盖项目构思、团队组建、市场开拓、融资策略等。

Short-term: Become the primary information source for international talents to understand China's workplace and entrepreneurial environment.

Medium-term: Build a core community for cross-cultural workplace communication and entrepreneurial cooperation.

Long-term: Shape a globally influential discourse system for China's workplace research and innovation & entrepreneurship practices.

## II. "Career Navigation for International Students" Column

### Study-related

Skills for utilizing academic resources in Chinese universities, such as participating in academic societies and applying for research projects.

Methods to transition from one's home country's education system to China's academic environment.

### Life-related

Practical life information including accommodation, transportation, and catering.

Suggestions for quickly adapting to China's pace of life and integrating into local communities.

### Work-related

Analysis of Chinese enterprises' recruitment preferences, resume optimization techniques, and differences in interview cultures.

Ways to leverage internship opportunities to accumulate industry resources and demonstrate advantages in cross-cultural teams.

### Visa-related

Interpretation of application procedures, duration regulations, and conversion conditions for various visas.

Guidelines and policy interpretations for work visas and entrepreneurship visas for those who wish to work or start businesses in China after graduation.

### Culture-related

Introduction to Chinese workplace etiquette and interpersonal communication rules.

Analysis of the manifestation of traditional festivals and customs in work scenarios.

### Entrepreneurship-related

Preferential admission conditions for international student entrepreneurship parks in various regions and channels for applying for entrepreneurship subsidies.

Case sharing of successful international student entrepreneurs, covering project conception, team

创业法律知识科普，包括知识产权保护、企业注册流程等。

### 三、“海归职场融合”专栏

#### 1. 创新相关

不同企业对海归人才创新能力的需求剖析，如互联网大厂的敏捷开发思维、传统企业的国际化战略布局能力等。

海外项目管理经验、前沿技术知识与国内市场需求结合案例及专家建议，如海外先进环保技术应用于国内双碳目标实践。

#### 2. 创业相关

针对海归的创业扶持政策解读，如税收减免、创业担保贷款、创业园区入驻优惠等。

成功海归创业者故事分享，包括海外先进商业模式本土化、结合中国市场需求打造创新产品、组建跨文化创意团队、对接国内资本资源等。

创业实用信息提供，如企业注册流程、知识产权保护、市场调研方法等。

#### 3. 适应技巧

国内职场沟通方式、团队协作模式适应建议。

创业过程中本土市场规则、商业文化差异应对方法。

#### 4. 配套政策

海归人才在落户、住房、子女教育等方面的配套政策分享。

### 四、“全球创客中国行”板块

#### 1. 政策解读

各地创新政策，如自贸区的税收优惠、高新技术企业的认定标准等。

#### 2. 资源对接

产业园区资源，包括实验室共享、

building, market development, financing strategies, etc.

Popular science on entrepreneurial legal knowledge, including intellectual property protection and enterprise registration procedures.

### III. "Career Integration for Returnees" Column

#### Innovation-related

Analysis of the demand for returnees' innovative capabilities in different enterprises, such as agile development thinking required by internet giants and international strategic layout capabilities needed by traditional enterprises.

Cases and expert suggestions on integrating overseas project management experience and cutting-edge technical knowledge with domestic market demand, e.g., applying advanced overseas environmental protection technologies to domestic carbon neutrality practices.

#### Entrepreneurship-related

Interpretation of entrepreneurship support policies for returnees, such as tax reductions, entrepreneurship guarantee loans, and preferential admission to entrepreneurship parks.

Story sharing of successful returned entrepreneurs, including localizing advanced overseas business models, creating innovative products tailored to Chinese market demand, building cross-cultural entrepreneurial teams, and connecting with domestic capital resources.

Provision of practical entrepreneurial information, such as enterprise registration procedures, intellectual property protection, and market research methods.

#### Adaptation Skills

Suggestions for adapting to domestic workplace communication methods and team collaboration models.

Methods to cope with local market rules and business cultural differences during entrepreneurship.

#### Supporting Policies

Sharing of supporting policies for returned talents in terms of household registration, housing, and children's education.

### IV. "Global Innovators in China" Section

#### Policy Interpretation

Local innovation policies, such as tax incentives in free trade zones and certification standards for high-tech enterprises.

#### Resource Connection

Industrial park resources, including laboratory

供应链合作等。

与本土投资机构、行业协会合作桥梁搭建，定期举办线上线下对接会。

3. 经验分享

跨文化团队管理经验，如平衡不同文化背景员工工作方式、建立高效沟通机制等。

4. 市场相关

全球创业者关注的市场准入问题解析，包括行业准入标准解读、合作伙伴筛选建议。

5. 科研转化

国内科研项目申报渠道、产学研合作模式介绍，如与高校共建联合实验室、参与国家重大科技专项等。

sharing and supply chain cooperation.

Building bridges for cooperation with local investment institutions and industry associations, and regularly holding online and offline matchmaking meetings.

Experience Sharing

Experience in cross-cultural team management, such as balancing work styles of employees from different cultural backgrounds and establishing efficient communication mechanisms.

Market-related

Analysis of market access issues concerned by global entrepreneurs, including interpretation of industry access standards and suggestions for selecting partners.

Research Transformation

Introduction to domestic research project application channels and industry-university-research cooperation models, such as establishing joint laboratories with universities and participating in national major science and technology projects.