# 《万能的淘宝：淘宝"卖"毕业生？！（双语）》

The fierce competitiveness of today's job market has driven o neuniversity dean to look online. He Hua, 39, the dean ofKunming University, has set up a store on Taobao whereemployers can browse and 'buy' the young graduates. He, theyoungest university dean in China, hopes that his bold movewill help students get on the career ladder, People's Daily Onlinereports.

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Mr He unveiled the online store at a graduation ceremony attended by 4,500 students andteachers on July 2. The 'Kunming University talent shop' showcases the university's top 65graduates, who each have an online 'profile' showing off their talent. All of the graduates arewearing white t-shirts bearing the Kunming University logo.

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The students are divided into four categories: 'along the way style,' '2025 style,' 'internet style' and'elite collection style.' Clicking on each person's photograph reveals more about their character andskills. Students have also listed their career ambitions and preferred salaries.

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If a company is interested in hiring any of the graduates they must pay the university 1,000 Yuanto 'capture', or reserve, the talent. The university will then verify the company's credentials andarrange phone calls and Skype conversations between prospective employer and employee.Whether or not a job offer is made, the university will refund the money after a week.

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Mr He says he wants to use Taobao, which gets millions of views a month, to build a bridgebetween companies and students. His motto is 'seek and you shall find.' He says that this is justone of many new ideas he has for the university.

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The university has also recently started its own online creative market for students to help themshowcase their own products as well as has a financing platform which offers students withoutstanding entrepreneurial credentials the capital to realise their ambitions.

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According to the latest figures, around 7.49 million Chinese students will graduate from universitythis year. The figure is an increase of 220,000 on last year, and a new all-time high.

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