Vol.6 Iss.6 2025 Communication & Education Review
https://doi.org/10.37420/j.cer.2025.104

Research on Market Environment-Induced Factors of Post-00s College Students' Disciplinary Violations and Illegal Behaviors and Compliance-Oriented Talent Cultivation

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Abstract:
With the changes of the times and social development,post-00s college students have become core participants in the market economy(as laborers,consumers,and entrepreneurs).Growing up in an era of information explosion and value diversification,they exhibit unique personality traits and ideological-behavioral patterns. However,amid their growth,this group shows distinct generational characteristics in self-cognition,rights awareness,and media usage,while also facing higher risks of psychological adaptation difficulties and behavioral anomie.Their disciplinary violations and illegal behaviors not only affect campus order but also directly relate to their compliance,integrity,and risk management capabilities in subsequent market participation. Such behaviors present new trends,including "increasing market-related violations,prominent online market anomie,and significant interest-driven characteristics,"becoming practical challenges in college education and campus governance.Based on empirical observations,this paper analyzes the causes of these behaviors from a four-dimensional perspective (family,school,society,and individual)and proposes a "four-in-one" systematic prevention strategy.It aims to provide practical paths for colleges to cultivate "high-quality talents meeting market compliance requirements,"collaborate with market forces to improve youth governance,and offer references for addressing youth behavioral anomie under the market economy.

Keywords:
post-00s college students; disciplinary violations and illegal behaviors; market environment-induced factors; social governance coordination

In recent years,the post-00s college student group has gradually become the focus of social attention.As digital natives,they are not only learners on campus but also high-frequency participants in off-campus market activities such as part-time work,e-commerce consumption,and online entrepreneurship.In the future,they will further become core market entities such as enterprise employees and independent operators.They exhibit complex characteristics in values,psychological traits,and behavioral patterns,including high autonomy,strong media dependence,and weak emotional stability.As representatives of youth in the new era,they shoulder the historical mission of inheritance and innovation.

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However,due to continuous changes in family and social environments,post-00s college students show positivity in self-acceptance,rights awareness,and career planning,but generally face problems such as psychological fragility,reduced real-world communication capabilities,and differentiated moral judgment.Against this backdrop,influenced by factors such as the market economy's "short-term utilitarian orientation," "weak supervision of the online market,"and "transmission of employment competition pressure,"disciplinary violations and illegal behaviors (e.g.,online fraud,e-commerce"arbitrage,"forgery of false internship certificates)occur frequently.These phenomena not only reveal the lack of individual compliance awareness among students but also reflect the "disconnection between college talent cultivation and market compliance demands":if college students fail to establish "market rule cognition" and "integrity-based operation concepts" during their campus years,they may disrupt market order through irregular behaviors such as workplace dishonesty and commercial fraud after entering the market,increasing enterprise employment risks and social governance costs.

Therefore,based on the link between the market environment and talent cultivation,this paper analyzes the causes of post-00s college students'disciplinary violations and illegal behaviors,and explores a prevention path of "campus-market" collaboration.It is of practical significance for improving the quality of market talent supply and maintaining market order.

1.Preliminary research shows that post-00s college students mainly exhibit the following ten group characteristics:

(1) Enhanced self-acceptance but poor emotional stability,with a tendency to experience anxiety and depression;

(2) Diversified value orientations and recognition of mainstream values;

(3) Diverse career aspirations but insufficient understanding of industry compliance requirements;

(4) Strengthened rights awareness,improved willingness to participate in democracy,and gradually developed democratic living habits;

(5) Positive learning attitudes,increased classroom participation,and expectations for higher academic qualifications;

(6) Enhanced consumption autonomy but vulnerability to inducement by market consumerism;

(7) Strong media dependence,making them prone to participating in online market irregularities;

(8) Viewing parents as friends,significantly influenced by parental expectations,but facing parent-child communication barriers;

(9) Enjoying peer interaction,with differences from parents in friend-selection criteria;

(10).Equal and democratic teacher-student relationships,with higher expectations for teachers'quality and respect.

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2. Post-00s College Students' Disciplinary Violations and Illegal Behaviors and Their "Market-Related Attributes"

Most post-00s college students can abide by laws and regulations,but a few still engage in frequent disciplinary violations,and individual students even violate the law due to weak legal awareness and poor self-control.Such violations and illegal behaviors are diverse.

2.1 Market Participation Crossing the Red Lines of Market Rules

Forgery of internship records,campus loan intermediation,and forgery of official seals and certificates are directly related to market order and personal integrity records.These are anomie behaviors of college students in off-campus market activities,with an increasing proportion in recent years:

Driven by market interests,the forgery of internship experiences has formed a mature industrial chain.A 2024 Xinhua News Agency article titled "College Students Should Not 'Falsify' Summer Internships" pointed out that the monthly sales volume of "false internship certificates" sold on e-commerce platforms reached up to 500 copies,priced between 30-200 yuan.The services include providing forged attendance records and false corporate contacts.In a major recruitment fraud case cracked by Lanzhou Public Security Bureau in 2024,a criminal gang forged internship contracts of 43 central and state-owned enterprises,defrauding over 400 college graduates of more than 80 million yuan in the name of "securing employment,"with all involved internship certificates stamped with forged official seals.Other industrial chains include irregular behaviors such as "snatching wool" by exploiting e-commerce platform loopholes,participating in campus loan intermediation to earn commissions,and stealing others' payment accounts for illegal profit,which cross the red lines of market rules.

Market service-related violations occurred in the 2025 "Senhe Campus" part-time fraud case.Thousands of college students were tempted by the promise of "earning 6,000 yuan in summer vacation," participating in false product promotion.After collecting freshmen candidates' information,they encountered wage arrears and product after-sales crises.Some students had to compensate out of their own pockets for recommending shoddy products,damaging their personal credit.In addition,there are irregularities such as leaking employers' commercial information in part-time work in violation of confidentiality obligations,and participating in illegal pyramid schemes to develop campus downlines.

2.2 New Types of Violations in the Digital Economy Environment

Due to the post-00s' attribute as "digital natives,"such behaviors are deeply bound to the information market,social market,and financial market in the online space,highlighting the lack of understanding of the "legal boundaries of the online market":

In a case cracked by Ezhou Public Security Bureau in Hubei Province in 2024,3 college students established a shell company,obtained information of more than 4,000 students under the pretext of "handling internship certificates," and then sold the information at 20-25 yuan per piece,making a profit of over 70,000 yuan.The involved enterprise developed a special system to mine citizens' privacy and was eventually investigated and punished for the crime of infringing on citizens' personal information.Other behaviors include cre-

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ating and spreading computer viruses to destroy network service markets,and disseminating false e-commerce promotion information to disrupt consumer markets.

Irregularities in the online social market:such as hiring paid posters for personal attacks to serve the gray industry of online "public relations,"trading illegal content such as pornographic images and videos,and conducting online fraud in the name of "making friends,"infringing on consumers' rights and interests.

2.3 Affecting Future Market Employment Credit During Career Preparation

Academic and behavioral issues on campus are related to the "market's demand for talent integrity and literacy,"and even directly affect subsequent employment competitiveness:

Academic integrity violations:such as plagiarism and exam substitution.The "Student Academic Integrity Standards" of ShanghaiTech University clearly classify such behaviors as serious academic misconduct,and the handling results are included in students' integrity files,directly affecting background checks in enterprise recruitment.

Professional quality violations:insulting teachers and students,damaging public property,reflecting the lack of "workplace communication skills and sense of responsibility,"which is disconnected from enterprises' demand for "teamwork-oriented talents."

3. Multi-Dimensional Analysis of the Causes of "Market Environment Impacts" on Post-00s College Students and Typical Cases

3.1 Lack of Market Cognition Education and Deviation of Utilitarian Orientation in Family Education

As an important venue for individual socialization,family education methods and emotional support have a profound impact on children's growth. Currently,many families have the problem of excessive material investment but insufficient psychological care.Some post-00s college students grow up in a spoiled or neglected environment,lacking the shaping of independent personality and value guidance.After entering college,insufficient guidance on "market rule cognition and integrity values" becomes the source of irregular risks.

3.1.1 Gap in Market Risk Education

The college stage is a major transition period for adolescents to enter adulthood.Everyone leaves their familiar hometowns,friends,and families where they do not have to worry about food and clothing,steps out of their comfort zones,and moves on to the next journey.They will face an unfamiliar and novel environment,transitioning from a simple and pure setting to a complex and ever-changing society.Most families only focus on their children's "academic performance and employment salary,"ignoring the popularization of "market risks,"such as informing children of the traps of "paid internal referrals" online and the legal consequences of falsifying materials during internships.According to 2024 data from the Ministry of Education,complaints about "paid internal referrals" in the first quarter increased by 180% compared with 2023,and most victimized students were deceived due to their parents' lack of risk awareness.

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3.1.2 Utilitarian-Oriented Education Guidance

Some parents acquiesce in their children taking shortcuts in academic evaluation or employment,guiding them to a values of "results prioritizing rules,"which is contrary to the market's requirement for "integrity-based operation."On April 18,2025,the official website of Pingdingshan Industrial College of Technology released the "Notice on Providing False Internships for Interns,"clearly recording that "10 involved students have engaged in false internship behaviors" and have been given warnings.

A July 2024 article by Zhongan Online titled "Purchasing Internship Certificates is Not a 'Shortcut' but a 'Trap'" mainly investigates and comments on the false internship industrial chain and family attitudes,pointing out that parental acquiescence under the mismatch between internship supply and demand has become an important inducement for the high incidence of falsification.

3.1.3 Disconnection in Parent-Child Communication

Some parents are busy with their own careers and have no time to care about their children's emotional lives.Moreover,they have insufficient understanding of new market forms such as "online part-time jobs and virtual internships,"making it difficult to guide their children to correctly avoid risks.For example,in the "Senhe Campus" case,most students' parents did not detect the fraudulent nature of the part-time project until their children advanced funds,but it was too late.

3.2 Superficial Integration of Social Ethics and Legal Education in Colleges and Universities

Current higher education still has problems such as "valuing skills over morality" and "valuing management over education."Legal and moral education have not been fully integrated into the entire process of talent cultivation.Most colleges and universities have not offered courses such as "Practical Market Law" and "Business Ethics,"leaving students unaware of clauses in the Criminal Law directly related to internships and part-time work,such as the "crime of forging company seals" and the "crime of infringing on citizens' personal information."In addition,there are significant differences between the curriculum settings of colleges and universities and those of nine-year compulsory education.The management and supervision of students are loosely implemented to varying degrees,providing a breeding ground and opportunities for disciplinary violations,illegal behaviors, and other acts.

In 2022,a large-scale exam substitution incident occurred during the final exams at a university in Guangzhou,involving more than 20 students from 3 colleges and 6 majors.The investigation found that these students contacted substitute examiners through social platforms and carried out cheating by exploiting invigilation loopholes.The incident resulted in the expulsion of the main organizers,other participants receiving academic probation,the academic discipline of the relevant colleges being seriously questioned,and the school's reputation being damaged.In-depth analysis shows that the university's legal education was only carried out in the form of lectures,and the exam supervision still adopted traditional manual methods,lacking technical prevention measures.

In 2025,Xuchang Electrical Vocational College verified that 108 students fabricated internships through

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"paid stamping" by enterprises,with the involved enterprises charging 200-500 yuan per person.The school had not established an internship process verification mechanism before.In 2025,the Ministry of Education clearly issued the "Four Prohibitions" policy,prohibiting the use of internship certificates as employment certificates,but some colleges and universities still have regulatory loopholes and a single evaluation system that only focuses on academic performance and does not include "market behavior integrity records" in evaluations.

3.3 Negative Erosion of Social Trends and Individual Awareness

With the rapid social development and the arrival of the information age,the utilitarian orientation in the market economy and the pan-entertainment and hostile expressions in cyberspace have continuously weakened traditional moral constraints.Post-00s college students are facing a more complex and volatile social environment.The proliferation of bad online information,the erosion of bad social trends,and unhealthy competition among peers are all acts that violate public order and good customs,and also induce disciplinary violations and illegal behaviors.

In 2024,the large-scale "Qualification Check (QC) Campaign" launched by the University of Manchester showed that Chinese international students paid intermediaries 50,000-200,000 yuan to purchase fabricated prestigious enterprise internship certificates and forged academic materials for "background optimization" to obtain admission to famous universities.Finally,they were exposed in in-depth verification by third-party institutions.Data shows that among the fraud cases handled by the university in 2024,83% of the students faced permanent revocation of admission qualifications at hearings due to conclusive evidence,and some students were included in the entry blacklist by the UK Home Office on suspicion of fraud.

In 2023,Li,a computer science student at a university in Jiangsu Province,was influenced by the online trend of "snatching wool,"used professional technical means to crack an e-commerce platform's coupon system,generated a large number of illegal coupons,and sold them online,making a profit of over 80,000 yuan. Later,the platform reported the case to the police,and Li was detained on suspicion of fraud,eventually being sentenced to one year and six months in prison with a two-year suspension.This case caused a sensation in local colleges and universities,exposing some students' vague understanding of the legal boundaries of online behaviors.

4. Construction and Practical Suggestions of the "Four-In-One" Collaborative Prevention Mechanism

4.1 Establishing a Whole-Process Care Mechanism at the Family Level

4.1.1 Implementing the "College Student Parents' School" Program

Conduct 2 online family education training sessions per semester,covering parent-child communication skills,psychological problem identification,market risk popularization,and legal education methods.Establish parents' learning files,and link participation to students' evaluation for scholarships and honors.

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4.1.2 Establishing a Home-School Early Warning Linkage System

The school sends monthly notifications of students' behavioral performance to parents,realizing two-way early warning and feedback on academic warnings,"high-risk part-time jobs,""suspicious internship units,"and abnormal behaviors.Appoint home-school liaison specialists to be responsible for communication and coordination in special cases.

4.1.3 Setting Up a Family Psychological Support Hotline

Hire professional psychologists,lawyers,and corporate HR to provide consultations on adolescents' psychological issues,establish emergency response procedures for crises,and help parents guide their children to distinguish between compliant internships and part-time jobs,avoiding falling into fraud or irregular chains,-forming a closed-loop management of home-school co-education.

4.2 Improving the Closed-Loop Education and Management System at the School Level

Offering Compulsory Courses such as "College Students' Legal Education" and "College Students' Market Compliance and Business Ethics":Adopt a "case teaching+mock court/mock background check"format,arrange 16 class hours per semester,covering network security, intellectual property rights, and criminal law basics.Establish a course assessment mechanism with a pass-fail system.

Establishing a Three-Level Behavioral Monitoring Network:Appoint behavioral observers at the dormitory level,psychological committee members at the class level,and set up a behavioral guidance center at the college level.Implement grid management to ensure early detection,reporting,and intervention of abnormal behaviors.

Implementing a Dual Early Warning Mechanism:Establish academic and behavioral early warning systems,and implement"one student,one policy"intervention plans for at-risk students,including psychological counseling,academic and employment support,and behavioral correction.

Setting Up a Campus Behavioral Correction Studio:Hire professional social workers,psychologists,and invite corporate HR and market supervision personnel to participate,providing individual counseling,group guidance,and community service correction programs.Offer "compliance education+practical correction"for non-compliant students,establish behavioral correction files,and track and evaluate intervention effects.

4.3 Building a Clean Environment Co-construction System at the Social Level

Establishing a Cooperative Mechanism for Online Behavioral Monitoring:Establish a regular consultation system with cyberspace administration and market supervision departments,carry out special rectification of the campus online environment,clean up bad online venues around campuses,and provide real-time early warnings for "sales of false internship certificates"and "irregular part-time recruitment."For example,immediately remove counterfeit products detected on e-commerce platforms and establish a rapid reporting channel for illegal information.

Carrying Out a Series of "Legal Education Entering Campus"Activities:Organize 4 court observation sessions,2 legal lectures,and 1 mock court competition every year.Invite judges,prosecutors,lawyers,and other

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professionals to serve as off-campus legal counselors.

Implementing the Enterprise Internship Integrity File System:Cooperate with employers to establish students' internship integrity files,incorporate internship performance into the comprehensive quality evaluation system,and use it as an important basis for graduation recommendations.

4.4 Strengthening the Cultivation of Self-Management Capabilities at the Individual Level

Implementing the "Market Risk Resilience Training Program":Improve risk judgment capabilities through "simulated response to part-time fraud" and "deduction of consequences of internship falsification,"and include training results in the "integrity score."

Establishing a Student Behavioral Self-Discipline Commitment System:Organize students to sign integrity commitments at the beginning of each semester,clarifying behavioral norms and liability for breach of contract.Establish a public announcement system for the performance of commitments to accept supervision from teachers and students.

Promoting the "Peer Education" Model:Select and train outstanding senior students as behavioral mentors,-carry out "one-on-one"paired assistance,and establish an assessment and incentive mechanism for peer education.

5. Conclusion

The disciplinary violations and illegal behaviors of post-00s college students are the result of multiple factors in the market environment.Prevention strategies must break through the traditional single punishment model and shift to systematic governance featuring multi-subject collaboration,early intervention, and education-oriented approaches. Families,schools,and society need to form a joint force in education,and students themselves must strengthen self-education and management.In the future,it is necessary to further integrate big data technology to build a risk early warning system for students' market behaviors,realize accurate identification and early intervention,and strengthen inter-university experience exchange to form a replicable and promotable prevention model,comprehensively improving the effectiveness of college education and campus governance.

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