



Kuaishou releases Employment Promotion Report: Creating and driving 36.21 million job opportunities

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Economic Information Daily (經濟參考報): [Kuaishou releases Employment Promotion Report: Creating and driving 36.21 million job opportunities](#)

On April 28, Kuaishou's Big Data Research Institute(快手大數據研究院) released the "[Kuaishou Employment Boosting and Digital Workforce Development Report](#)" (《快手促進就業與數字勞動者發展報告》) (referred to as "the Report"). Taking into account the current development characteristics of digital platform-based enterprises, combining explorations in absorbing, creating and promoting employment, the Report proposes the digital platform employment growth model (GROW). According to estimates, by the end of 2022, the Kuaishou platform has created 36.21 million job opportunities. The Report highlights that leveraging the technological innovation advantages of the platform to achieve high-quality employment has become a consensus among government institutions, industry experts and digital platform practitioners.