

@page{margin:1in}body{font-family:DejaVu Sans,Arial,sans-serif;color:#111;font-size:12pt;line-height:1.6}h1{font-size:20pt;margin:0 0 10pt}h2{font-size:14pt;margin:18pt 0 6pt}p{margin:0 0 10pt}.meta{color:#444}Research on Quality Improvement Strategies for Labor Service Brand Construction under Big Data ContextDOI: <https://doi.org/10.64025/j.lmjim.25.201016>Published: 2025-12-25AbstractAmidst China's national employment-priority strategy emphasizing high-quality and full employment, regional labor service brands have emerged as pivotal vehicles for activating local workforce resources. Yet their quality construction urgently demands theoretical breakthroughs and practical innovation. Leveraging such brands to stimulate regional labor forces and enhance employment quality represents a critical solution to regional economic development bottlenecks. This study pioneers a multi-agent-driven quality formation model for labor service brands under the Stimulus-Organism-Response (SOR) framework. The model specifies brand symbols, industrial maturity, and management incentives as independent variables, perceived brand value as the mediating variable, and brand quality as the dependent variable. Empirical analysis of 258 valid questionnaires via partial least squares structural equation modeling (PLS-SEM) reveals that: (1) Perceived brand value ( $=0.706$ ,  $p$  industrial maturity ( $=0.346$ ) > management incentives ( $=0.167$ ); (3) The "symbol-driven primacy principle" is quantified for the first time: the indirect effect of brand symbols on quality (0.284) is 2.4 times that of policy incentives (0.118), challenging the traditional policy-dominant paradigm. Accordingly, a "Trifold Precision Governance Framework for Big Data" is proposed to advance brand quality.

Content&lt;p style="text-align: justify"&gt;&lt;b&gt;1&lt;/b&gt;&lt;b&gt;Introduction&lt;/b&gt;&lt;b&gt;&lt;/b&gt;&lt;/p&gt;&lt;p&gt;&lt;/p&gt;&lt;p style="text-align: justify"&gt;&lt;1.1 Research Context&lt;/p&gt;&lt;p&gt;&lt;/p&gt;&lt;p&gt;&lt;/p&gt;&lt;p style="text-align: justify"&gt;&lt;Hebei Province, a major provincial - level region in terms of both population and traditional labor export, serves as a crucial area for the coordinated development of the Beijing - Tianjin - Hebei region. It boasts a large number of provincial and municipal-level labor service brands, covering multiple fields such as home economics, manufacturing, construction, and food processing. Well-known labor service brands in the home economics service category include "Hebei Fushao"; In the manufacturing category, there are "Wu'an Steel Workers" and "Jinzhou Textile Workers", etc. In the construction category, brands like "Xiongan Longhua Decoration Engineers" and "Zhengding Carpenters" exist. And in the food processing category, "Hebei Dairy Workers" and "Jinshahe Noodle-making Workers" are among