The significance of this research lies in the rapidly growing online recruitment market in China. BOSS Direct, a prominent online recruitment platform in China, has overtaken other platforms in terms of monthly activity, making it an ideal subject for my research. In recent years, the online recruitment market in China has experienced exponential growth, with the number of job postings and job seekers both increasing at a rapid pace. This growth has been driven by a number of factors, including the increasing use of the internet and mobile devices, the changing demographic of the Chinese labor force, and the increasing demand for talent from employers (Zhang, 2018).

In terms of methodology, I plan to crawl data from Boss Direct and analyze the collected data to compare the demand and revenue differences between large companies (with over 10,000 employees) and small and medium-sized companies (with less than 10,000 employees). Different aspects that have a bearing on the difference in job salaries and demand will be analyzed, including geographic differences (Wei, 2019; Liu, 2021), education requirements (Zhang, Z., 2019; Liu, Z., 2019), industry differences (Huang, 2018; Chen, X., 2018; Zhang, J., 2020), and company scale (Guo, 2017). The data collected from the web scraping will be analyzed using appropriate statistical methods to extract meaningful insights and draw conclusions about the online recruitment market in China.

My literature review has revealed several studies that are relevant to my research, including the impact of company size on marketing strategies (Li, 2017), the influence of company culture on job satisfaction (Chen, 2019), and the effect of education requirements on job demand and salary (Zhang, Z., 2019). These studies provide valuable insights into the factors that affect the online recruitment market, and they will inform my analysis of the data collected from BOSS Direct. Additionally, other studies have looked at the relationship between geographic differences and job salaries and demand (Wei, 2019; Zhou, Y., 2019), the relationship between industry differences and job salaries (Huang, 2018) and demand (Chen, X., 2018; Zhang, J., 2020), and the impact of company scale on human resource management (Wang, X., 2017; Zhao, Y., 2018). These studies provide a solid foundation for my research and will be used to support my findings and conclusions. A comprehensive list of 20 references is attached below:

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