HIRELINK: CONNECTING TALENT AND OPPORTUNITES

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ABSTRACT

This survey paper analyzes the usability, effectiveness, and limitations of existing job search platforms. Drawing insights from key studies on platforms like LinkedIn, Naukri, and other job search engines, we identify gaps in their ability to serve non-professional job seekers in India. In response, we propose Hirelink a mobile application designed to address these limitations by offering localized, accessible solutions tailored to the needs of non-professional sectors. This study presents solutions based on current research and practical observations.

1. INTRODUCTION

Online job search platforms have changed the way people find jobs by connecting job seekers with employers worldwide. However, these platforms often focus heavily on skilled professionals, leaving non-professional job seekers underserved. The usability, design, and features of current platforms can be complex and challenging for semi-skilled or unskilled workers. In this paper, we survey eight key studies on job platforms, including LinkedIn, Naukri, and other engines, to highlight their limitations and propose Hirelink, a platform designed specifically for non-professional job sectors in India.

Current Job Search Platforms: Features & Limitations:

Features of Current Job Platforms:

LinkedIn: Primarily serves skilled professionals, with a social-media-like interface allowing job seekers to connect with employers and showcase their professional credentials [1]. It provides personalized job recommendations, networking, and endorsement features [2].

- **Indeed:** A major Indian job portal, Naukri offers broad job listings mainly for white-collar workers. It provides resume-building services and filtering options based on qualifications and industries [3][4].
- **Naukri:** Indeed aggregates jobs from different sources and offers users access to company reviews, salaries, and a wide array of job listings, but its focus is again on professional positions [5].
- **Glassdoor:** Glassdoor provides job search features with added value through company reviews, salary reports, and interview tips. It helps professionals make informed job decisions but doesn't cater to non-professional job seekers [6] .

Limitations of Current Platforms

Despite their success, current platforms exhibit several limitations in serving non-professional workers:

Complex User Interfaces: Platforms like LinkedIn and Glassdoor are not designed for users who lack technical skills or familiarity with digital tools [1][6].

High Data Usage: Many job seekers in rural areas face challenges with data usage, as these platforms are not optimized for low-bandwidth environments [4][5].

Language Barriers: Most platforms are predominantly in English, limiting access for non-English speakers, particularly in rural regions where Hindi or other regional languages dominate [4][6].

Language Barriers: A majority of these apps are only available in English, limiting accessibility for people who speak regional languages.

2. PROBLEM STATEMENT

There is a significant gap in the job search market for non-professional job seekers in India. Current job platforms are complex and data-intensive, making them unsuitable for semi-skilled and unskilled laborers. Furthermore, they fail to offer localized job listings and multi-language support, which are crucial in India's diverse regions. This paper addresses these gaps and proposes a simplified and localized platform called Hirelink.

Proposed Solution: Hirelink

Hirelink is a mobile application designed to cater specifically to non-professional job seekers in India. The app integrates localization, low data consumption, and multi-language support to offer a simplified, accessible solution.

Localized Job Listings: Focuses on providing jobs based on the user's geographic location, helping non-professional job seekers access nearby employment opportunities [4][5].

Simple User Interface: The app's interface will be easy to use, reducing the steps required to search and apply for jobs [1][6].

Low Data Usage: Optimized for rural areas with limited internet access, Hirelink is designed to consume minimal data and function well in low-bandwidth environments [3][5].

Multi-Language Support: The app will support multiple regional languages like Hindi, Marathi, and Tamil, breaking language barriers [4][6].

3. PROPOSED ALGORITHM FOR JOB MATCHING

The job-matching process in Hirelink will utilize several algorithms for effective matching:

Geolocation Algorithm: Uses GPS or user-inputted location data to filter and display jobs that are geographically nearby.

Collaborative Filtering: Recommends jobs to users by analyzing their preferences and past job search behavior, personalizing the job feed

Ranking Algorithm: Sorts jobs by relevance, assigning higher priority to jobs that match the user's location and job type preferences.

Push Notification Algorithm: Automatically sends notifications to users when new jobs matching their criteria become available, ensuring real-time updates

Limitations in the Proposed Solution- While Hirelink addresses many of the challenges faced by non-professional job seekers, some limitations remain:

- **Employer Trust:** Verifying the authenticity of employers, especially in informal sectors, is a challenge [5].
- **Internet Dependency:** Although Hirelink is optimized for low data usage, it still requires internet access, which could be a barrier in very remote areas [3].

Mobile App Development as a Solution- Hirelink provides a specialized solution for non-professional job seekers, addressing key challenges:

- Localized Job Listings: Focusing on local job opportunities increases the chances of users finding nearby employment [4][3]..
- Multi-Language Support By offering support in regional languages like Hindi and Marathi, Hirelink removes language barriers [6].
- Simple, Data-Light Interface: Hirelink's user-friendly interface ensures minimal data consumption, making it ideal for rural users with limited tech experience [5][6].

4. CONCLUSION

Existing job platforms are not well-suited for non-professional workers in India due to their complexity, lack of localization, and data-heavy features. Through this survey, we identified the limitations of platforms like LinkedIn, Naukri, and others, and proposed a solution in the form of Hirelink. This app offers localized, simplified, and low-data job search options, designed specifically for the non-professional workforce. While challenges remain, such as ensuring employer authenticity and internet access, Hirelink offers a promising and accessible solution for India's underserved job seekers.

5. REFERENCES

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