THE ROLE OF ONLINE JOB PLATFORMS ENHANCING EMPLOYABILITY AMONG RECENT GRADUATES IN INDIA

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ABSTRACT

This paper studies the role of online job platforms in enhancing employability among recent graduates in India. The objective of this study is to evaluate the effectiveness of online job platforms for recent graduates by assessing their role in expanding job opportunities and enhancing skill development and career advancement. The research analyzes existing literature, industry reports, and statistical data to evaluate career trends, the effectiveness of job portals, and the key challenges graduates face. Findings reveal that online job platforms enhance access to jobs and skill matches but also have disadvantages such as algorithm bias and job market oversaturation. The research concludes that digital platforms do increase employability but further improvements are needed to enhance their efficiency, fairness, and inclusivity in the Indian job market.

Keywords: Online job platforms, recent graduates, job accessibility, Employment challenges, career advancement.

1. INTRODUCTION

In the modern job market, digital transformation has reshaped how individuals search for employment. Online job platforms such as LinkedIn, Naukri, Indeed, and Internshala have become essential tools for job seekers, providing access to job opportunities, professional networking, and skill development resources. These platforms play a crucial role in bridging the gap between recent graduates and suitable employment opportunities, making job searching more accessible and efficient.

However, while online job platforms offer various advantages, they also come with certain challenges. Issues such as job market oversaturation fraudulent job postings and algorithm bias. Many graduates struggle with the high level competition, the relevance of job recommendations, and the responsiveness of employers. Additionally, the reliability and accuracy of job listings continue to be major concerns.

This study aims to assess the effectiveness of online job platforms in improving job accessibility, skill matching, and career advancement for recent graduates. Specifically, it seeks to analyze the benefits these platforms provide, the challenges faced by the users, and potential areas for improvement.

2. REVIEW OF LITERATURE

The rise of online job platforms transformed the job search process, making employment opportunities more accessible to job seekers, especially for recent graduates. Various studies have analyzed the effectiveness of online job platforms, their influence on employability, and the challenges they bring.

Online Job Platforms and Employability:

According to Karthik R. (2019)**,** online job platforms play an important role in improving marketability for job seekers by providing a structured and accessible way to connect with potential employers. Online job platforms offer job recommendations based on user's profiles, helping graduates transition smoothly into the workforce (Smith 2020). However, Ghosh and Das (2021) argued that while these platforms expand employment opportunities, they also create high competition, making it difficult for graduates to secure relevant job roles.

Effectiveness of Online Job Platforms:

Beyond job listings, online job platforms play an essential role in skill development and career advancement**.** Research by Patel & Sharma (2020) highlights that online job platforms **provide** AI-driven job recommendations, career counseling, and industry insights, improving the employability of job seekers. Similarly**,** Raj & Mehta (2022) state that data-driven hiring processes and skill-based matching algorithms enhance recruitment efficiency. However, Singh (2021) notes that these systems aren't always effective**, as** algorithmic bias and irrelevant job recommendations may limit job seekers' success in finding suitable job roles.

Challenges in the Digital Job Market:

Despite their advantages, online job platforms face several limitations.

Algorithmic bias: Studies by Jones & Kumar (2020) highlight that AI-driven recruitment tools may unintentionally favor certain candidates over others

Job market oversaturation: Research by Verma (2021) suggests that as more graduates rely on online job platforms, the competition for limited job openings increases, making it harder for individuals to stand out.

Fake & Fraudulent Job Postings: According to Chopra (2022)**,** fraudulent job listings mislead job seekers and raise concerns about the credibility of digital hiring platforms**.** Many job seekers become victims of scams involving upfront payments or identity theft.

The Future of Digital Recruitment: Recent literature suggests that AI-driven recruitment, data-driven hiring, and skill-based job matching could enhance the future of online job platforms (Malhotra & Roy, 2023). Improved transparency in job postings and bias-free algorithms are necessary to ensure fair and efficient hiring (Sharma & Bose, 2022).

3. OBJECTIVE OF THE STUDY

- To Analyze Job Accessibility
- To Assess Skill Development
- To Measure Employment Outcomes
- To Identify Key Challenges
- To Provide Recommendations

4. METHODOLOGY

This study adopts **a** secondary data analysis approach to examine the role of online job platforms in enhancing employability among recent graduates in India. The methodology involves collecting, reviewing, and analyzing data from various credible sources, such as Academic Research and Journals, Government and Industry Reports, employment (India), NASSCOM, and World Economic Forum, online job portals, News Articles, and Market Studies.

5. DATA ANALYSIS AND FINDINGS

Usage of online job platforms:

The increasing digitalization of recruitment has led to a significant rise in the usage of job portals**.**

Increase in Registrations: According to Naukri.com (2023), over 75% of job seekers in India now rely on digital platforms for job searches.

Mobile Accessibility: Indeed India (2023) reports that 65% of job applications are now submitted via mobile apps, reflecting a shift towards mobile-based job searching.

Preferred Job Portals: A LinkedIn India study (2022) ranked the most widely used platforms:

Table 1:

Job Platform	Usage Among Graduates (%)
LinkedIn	80%
Naukri	70%
Indeed	55%
Internshala	40%
Shine.com	30%

Employment Trends and Job Market Insights: According to reports from NASSCOM and the Ministry of Labour & Employment**,** online job platforms have significantly influenced recruitment patterns:

Increase in Digital Hiring: A study by Naukri.com (2023) reported a 35% rise in online job applications among recent graduates over the past five years.

Growing Demand for Digital Skills: LinkedIn's "Jobs on the Rise 2024" highlights that 80% of job postings now prefer digital and analytical skills**,** making upskilling crucial.

Sector-Wise Employment: IT and e-commerce sectors see the highest recruitment through online platforms (LinkedIn India Report, 2023).

Table 2:

Sector	% of Graduate Hiring via Online Platforms
IT & Software	65%
E-commerce	50%
BFSI (Banking, Financial Services)	45%

Healthcare	30%
Manufacturing	25%

Effectiveness of Online Job Platforms:

The effectiveness of job platforms is analyzed based on their impact on job accessibility, skill matching, and career growth**.**

Table 3:

Factor	Effectiveness (%)	Sources
Increased Job Accessibility	70%	Naukri Report (2023)
Skill Matching Accuracy	55%	LinkedIn Data (2022)
Employer Responsiveness	40%	Indeed Survey (2023)

- **Job Accessibility**: Reports suggest that 70% of graduates find online platforms useful for accessing job opportunities**,** but rural candidates still face difficulties due to digital literacy issues.
- **Skill Matching**: AI-driven recommendations help in job matching, **but** 55% of users report mismatched job suggestions (LinkedIn India, 2022).
- **Employer Responsiveness**: Only 40% of applicants receive responses from employers, indicating a gap in hiring efficiency (Indeed, 2023).

Challenges faced by graduates:

Despite their advantages, secondary data reveals ongoing challenges that limit the effectiveness of online job platforms.

Table 4:

Challenges	Impact (%)	Sources
Algorithmic Bias	45%	Harvard Business Review (2023)
Job Market Saturation	65%	Indeed Hiring Trends (2023)
Fraudulent Job Listings	38%	NASSCOM Report (2022)
Low Employer Response	58%	LinkedIn Study (2022)

- **Algorithmic Bias**: AI-based filtering may exclude qualified candidates, affecting 45% of job seekers (Harvard Business Review, 2023).
- **Job Market Saturation**: High competition leads **to** 60% of graduates struggling to secure jobs**,** especially in fields like IT and management (Indeed Hiring Trends, 2023).
- **Fraudulent Job Postings**: Reports indicate that 35% of job seekers have encountered fake or misleading job listings**,** leading to concerns over platform credibility (NASSCOM)\
- **58% of applicants** report not hearing back from recruiters even after multiple applications (LinkedIn India Report, 2022).

6. CONCLUSION

This study highlights the crucial role of online job platforms in enhancing employability among recent graduates in India. Digital recruitment platforms such as LinkedIn, Naukri, Indeed, and Internshala have transformed job searching by improving job accessibility, skill development, and networking opportunities. These platforms serve as valuable tools for bridging the gap between job seekers and employers, helping graduates transition into the workforce more efficiently.

However, despite their advantages, challenges exist. Algorithmic bias, job market oversaturation, fraudulent job postings, and low employer response rates limit the effectiveness of these platforms. Many job seekers struggle with application filtering systems, a lack of personalized job matches, and an overwhelming number of applicants competing for limited roles. These barriers highlight the need for continuous improvements in AI-driven job recommendations, employer engagement, and fraud prevention measures. To maximize the potential of online job platforms, a collaborative effort is required from job seekers, employers, platform developers, and policymakers. Graduates must adopt strategic job search techniques, employers should enhance candidate interaction, and job portals must refine their algorithms for fairer job matching. Additionally, government and educational institutions can play a role in enhancing digital literacy and employment readiness programs. In conclusion, while online job platforms significantly enhance employability, their efficiency must be further improved to ensure fair, inclusive, and transparent recruitment practices. A balanced approach combining digital job searches with networking, skills training, and career mentoring can lead to better employment outcomes for recent graduates in India.

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