



Unified career guidance using ai: Personalized pathways for learners and earners

Chhaya Sharna, Khushboo Mehta, Diya, Dr. Meena Chaudhary, Dr. Narender

Department of Technology Computer Science Engineering, Manav Rachna University Faridabad, India

Abstract

Career guidance plays a vital role in shaping the professional trajectories of students and early-career professionals. This paper introduces Career Path, an AI-driven web platform designed to deliver personalized career recommendations using psychometric assessments, machine learning algorithms, and real-time labor market data. The system aims to bridge the gap between traditional career counseling and modern career planning needs by offering tailored insights, interactive guidance, and skill development roadmaps. Through user surveys and case studies, we demonstrate the effectiveness of the platform in enhancing career decision-making, particularly in underserved regions.

Keywords: Career guidance, personalized recommendation, artificial intelligence, machine learning, educational technology, career planning, skill gap analysis

Introduction

In an increasingly dynamic job market, career planning has become more complex and critical than ever. Traditional career counseling, while helpful, often lacks personalization, accessibility, and adaptability to evolving labor market trends. With the rise of artificial intelligence (AI), machine learning (ML), and digital platforms, there is a growing opportunity to deliver intelligent, data-driven career guidance tailored to individual needs.

This paper presents Career Path, a web-based platform that integrates psychometric evaluation, real-time job market analytics, and AI-driven recommendation algorithms to provide personalized career pathways. Unlike conventional methods, the platform offers interactive experiences, continuous feedback loops, and scalable support for diverse users including students from rural and underserved areas.

The paper explores the platform's architecture, methodology, technical design, and user outcomes to evaluate its potential as a next-generation career counseling solution.

Importance of Career Path

Career paths are essential because they provide individuals with a sense of direction, purpose, and motivation. A clear career trajectory is correlated with higher levels of job satisfaction, increased performance, and personal fulfillment. Career paths also contribute to the broader economy by aligning human capital with market demands, allowing individuals to meet their personal aspirations while benefiting society through enhanced productivity and innovation. [2]

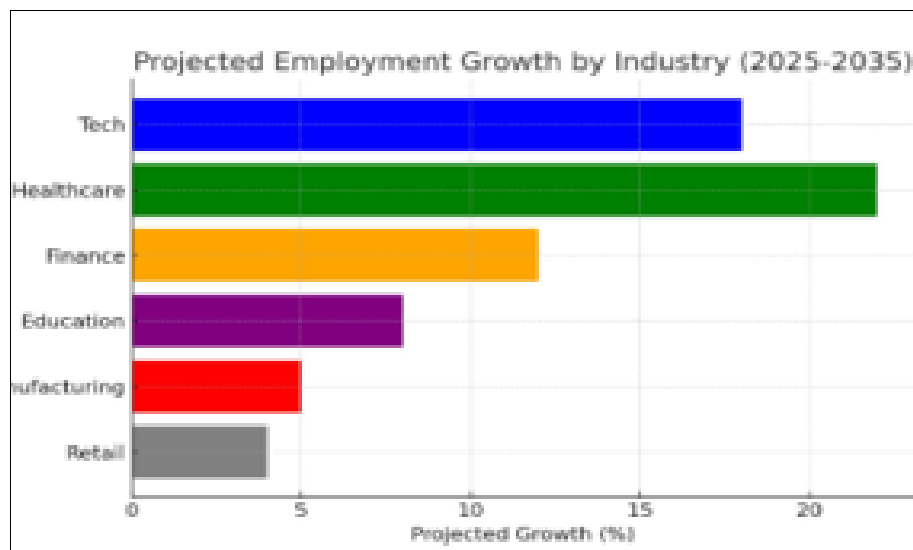


Fig 1: (a)

a. Traditional Career Mode

Historically, the "traditional career path" followed a linear progression. In this model, individuals typically started in entry-level positions, acquired relevant skills and

experiences, and advanced through hierarchical organizational structures. This model is particularly common in industries such as manufacturing, government, and education. The key characteristic of the traditional

career is the assumption of long-term job security within a particular organization, often accompanied by a clearly defined path to promotion and greater responsibility.

b. Traditional Career Mode

The protean career model emphasizes self-direction and adaptability. Coined by Hall (1976) [19], this model suggests that individuals, rather than organizations, are primarily responsible for managing their careers. Professionals following a protean career path focus on their own values and interests, seeking roles that align with personal goals rather than external expectations. In today’s globalized and digital world, the protean model is particularly relevant, as workers are often required to re-skill and adjust to rapidly

changing job markets.

Developmental Career

The developmental career model is based on the idea that career growth is a process of continuous learning and adaptation. Individuals move through stages of career development, often characterized by phases such as exploration, establishment, maintenance, and disengagement. This model is highly relevant to understanding how individuals grow and evolve over the course of their professional lives, and how factors such as age, experience, and external conditions influence career decisions. [3]



Fig 1: (b)

a. Education and Training

Education remains a cornerstone of career development, providing individuals with foundational knowledge, skills, and qualifications necessary for entering the workforce. In many fields, higher education degrees or specialized certifications are prerequisites for advancement. However, the rise of online learning platforms and industry-specific training programs has made lifelong learning an essential component of career progression. Continuous education allows workers to adapt to shifting technological demands and evolving job requirements.

b. Personal Interests and Strengths

An individual’s career path is often shaped by their intrinsic interests, values, and personal strengths. Psychometric tools like the Myers-Briggs Type Indicator (MBTI) or the Strong Interest Inventory can help individuals assess their preferences and aptitudes, thereby guiding them toward roles that align with their natural abilities. Pursuing a career path that resonates with one’s personal interests has been linked to higher job satisfaction and performance.

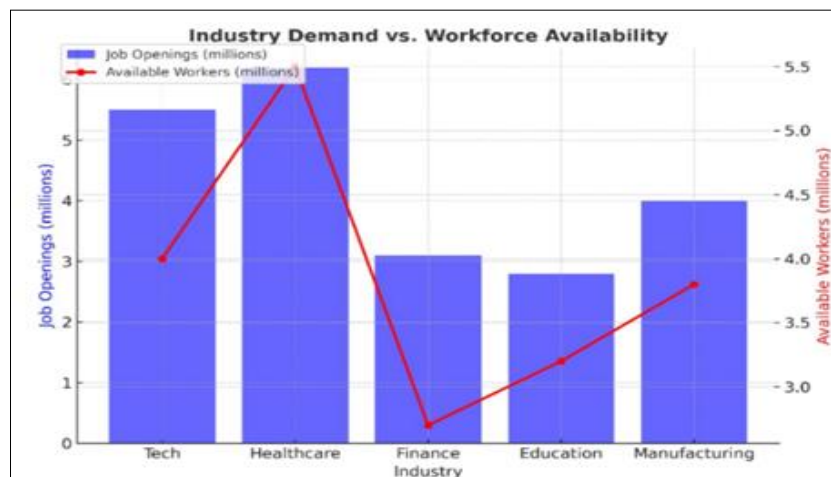


Fig 2:(a)

c. Market Demand and Industry Trends

The demand for specific skills and professions heavily influences career paths. In a global economy, market needs shift frequently, driven by technological advancements, demographic changes, and global economic conditions. Emerging sectors like renewable energy, artificial

intelligence, and data science have reshaped the employment landscape, creating new opportunities for professionals with specialized skills. Thus, understanding market trends and industry needs is crucial for navigating a successful career path.

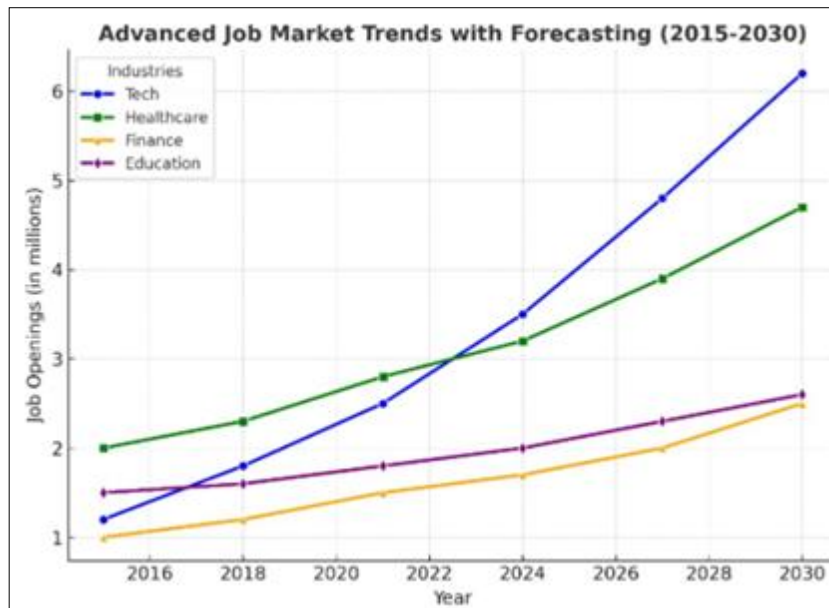


Fig 2: (b)

d. Networking and Mentorship

Career advancement is often facilitated by building strong professional networks and receiving mentorship. Networking allows individuals to access job opportunities, learn about new industries, and gain insights into organizational cultures. Mentors, typically more experienced professionals, can provide valuable advice, career guidance, and emotional support throughout an individual’s career journey. Collaborative relationships in the workplace and beyond often serve as the catalysts for career transitions and growth.

e. Family and Societal Expectation

Family dynamics and societal pressures can also shape career decisions. In many cultures, there are expectations regarding career choices, often linked to notions of prestige, stability, or financial reward. However, as societal norms evolve, there is growing acceptance of diverse career paths, and individuals are increasingly encouraged to pursue work that aligns with their passion and skills rather than conforming to traditional expectations.

Working Methodology of the Career Pathways Platform

How career path forums work The Career Pathway platform has a multi-step process. Including data collection and user evaluation. Personal Career Advice and continuous improvement through feedback loops. Below is a detailed step-by-step how-to on how the platform works is

1. User onboarding and profile creation Objective:

The first step of the methodology is to understand the user's background, preferences, and motivations through a smooth onboarding process. step:

- **Registration:** Users (students or professionals) register on the platform by providing basic information such as

name, education level. Current employment status (if applicable) and contacts information.

- **Profile Settings:** Users will be asked to complete a detailed profile with questions related to their interests, skills, educational history, current job, and long-term career goals. This information will serve as the basis for further analysis.
- **Questionnaires/Surveys:** These may include multiple-choice questions, open ended questions and Likert scale questions.
- **Psychometric tests:** Tests such as the Myers-Briggs Type Indicator (MBTI), the Holland Code (RIASEC), or the Big Five personality traits. To understand personal preferences and tendencies Results: The platform creates a personal user profile outlining a person's strengths, weaknesses, and core interests. [5]

a. Data Collection and Integration

Collect and integrate relevant information from multiple sources. (User participation Labor market trends skills acquisition, etc.) to provide accurate and up-to-date professional advice process:

Collection of user data: Data collected from user profiles and psychometric assessments are stored in a secure and anonymized data bank.

Integrating external data: or job market insights: Real-time data is collected from business websites (LinkedIn, Glassdoor, Even), sector reports, and job market statistics to track demand for skills, roles, and sectors. o Sector Trends: Information on emerging technologies. Sectors and functions (e.g. IA, data science cyber security) taken from trusted sources such as government data banks educational institution and sector leaders.

Web Scraping and API: To get information on job market trends. Sector report and latest job requirements.

Data storage: New data storage systems such as AWS or Google Cloud are being used to securely manage and store large sets of data. The result: a bright, information-rich environment, where specific user and market data is available for analysis.

b. Career Assessment and Matching

Objective: To analyze the collected data and combine users' skills, interests, and objectives into appropriate career plans based on a detailed algorithmic process.

Skills Assessment: The platform assesses users' existing skills, qualifications, and experience based on their profile and psychometric test results.

Professional contact algorithm: o IA algorithms use a predefined set of criteria (e.g., education level, skill set, interests, professional aspirations) to suggest possible career plans. o the system crosses user information with current labor market trends. Job positions available in this sector Salary expectations and potential for professional growth to arrange appropriate career advice

IA/ML algorithms: Machine learning models, such as collaborative filtering or decision trees. To recommend the most suitable career plan

Natural Language Processing (NLP): To analyze job descriptions and resumes. Identify skills and compare them with user profiles. Results: List of possible career plans or positions, along with the qualifications, skills, and needs of the desired sector which is tailored to the user profile.

sectors. Through the platform's community sessions

Career Counseling with IA Technology: Provides personalized recommendations based on user profiles.

Integration with learning platforms: Link with platforms like Coursera, edX, or Udemy to recommend relevant courses or certifications.

Job Search Integration: Integrated with job portals (e.g. LinkedIn, Match) to list relevant job opportunities. Results: Users receive a personalized and actionable career plan. This includes the specific steps that must be followed to enter or transition into the chosen field.

Skill Gap Analysis and Development

Objective: To identify the gap between the user's current skill set and the abilities required for the desired career, and to recommend appropriate resources to close these gaps.

- **Skill gap identification:** Based on the user's current profile and chosen career. The platform will identify specific areas where users may lack experience (such as programming languages, etc.).
- **Learning resource recommendations:** o Courses and Tutorials: The platform recommends individual courses, certifications or relevant learning modules. o Workshops and Bootcamps: Links to bootcamps and workshops that provide intensive, hands-on training for specific careers or skills.
- **Automated talent gap analysis:** Powered by IA and data analytics. The system provides in-depth analysis of missing talent or career success.
- **Integration with education platforms:** Partner with platforms like Coursera, edX, LinkedIn Learning, and others to suggest customized learning paths. Results: Users receive a targeted learning path and educational resources to develop their skill sets. This ensures that they are prepared for recommended careers.

Continuous Feedback and Improvement Reference [20]

Objective: Improve the platform's recommendations over time based on user feedback and real-world labor market performance.

- **Tracking user progress:** The platform tracks users' progress after receiving career guidance (e.g., course completion, Acquisition of skills employment request).
- **User Comments:** After completing the recommended steps. Users are encouraged to comment on the usefulness of the recommendations, learning media and business correspondence
- **Adaptive Learning Algorithm:** The platform algorithm adjusts its recommendations to become more accurate over time. without feedback, for example, if users indicate that career suggestions are inadequate or unsatisfactory the system will customize recommendations for users in the future.
- **Machine learning (Reinforcement Learning):** The algorithm continuously learns with user feedback to improve the accuracy and relevance of the system.
- **Dice Analysis:** The platform analyzes success rates and feedback metrics to identify areas for improvement. Results: The platform is constantly evolving to provide more accurate and effective professional advice. Guarantees continuous value for users.



Fig 3: (a)

c. Personalized Career Recommendations

Objective: To provide useful and personalized career advice to users, and a clear path to pursue their ideal career.

Detailed Career Plan: Once career suggestions are made. The platform offers users a detailed career plan which includes: o Recommended Skills and Certifications: Suggestions of online courses, certifications, or boot camps to gain the skills needed for the chosen field. o Position Description and Responsibilities: Analysis of general duties. Position responsibilities and potential for growth in the recommended careers o Wage and sector information: estimated wage rates Expected employment growth and trends occurring in the area o Local and Remote Opportunities: Customized job search results based on the user's location or willingness to work remotely.

Mentoring and networking opportunities: The platform connects users with mentors in their chosen area, and facilitate networking opportunities with experts in various

Career Transitions and Job Placement Assistance

Objective: To help users smoothly transition to their chosen career or position. process:

- **Resume Development and Interview Preparation:** The platform provides tools to help users develop custom resumes and cover letters based on their skills and intended duties. Mock interviews and interview preparation resources are also available.
- **Job Matching:** The platform partners with employers and employers to offer job matching services. This ensures that users receive relevant job offers.
- **Networking Events and Career Fairs:** The platform organizes virtual career fairs or expos and networking events. by connecting users with potential entrepreneurs Furnament/Technique:
- **IA-Based Job Matching:** Automatic job matching based on user profile and labor market data.
- **Resume analysis and optimization tools:** To ensure users' resumes align with job requirements and are optimized for Applicant Tracking Systems (ATS). Result: Users not only receive career advice but also gain the knowledge, resources, and entrepreneurial opportunities needed to successfully transition into a new job.

Techniques

a. Self Evaluation

Making wise job decisions requires having a solid understanding of who you are. Among the methods are:

Personality tests: Instruments such as the Big Five Personality Traits or Myers-Briggs Type Indicator (MBTI) assist in matching personality types with occupations.

Interest Inventories: Careers that align with your interests can be found using the Strong Interest Inventory.

SWOT analysis is the process of evaluating one's own opportunities, threats, weaknesses, and strengths.

b. Investigating and Researching Careers

Informational Interviews: Talk to experts in related fields to learn about their experiences.

Job shadowing: Watch experts at work to learn about their everyday duties and responsibilities.

Labor Market Analysis: Examine industry demand, wage patterns, and prospects for expansion.

[21]

c. Planning and Goal-Setting

Smart Objectives: Create career objectives that are time-bound, relevant, measurable, achievable, and specific.

Mapping Careers: Track progress by mapping out possible career trajectories and benchmarks.

Reverse engineering is the process of determining a long-term professional objective and then working backward to list the actions necessary to achieve it.

d. Development of Skills

Education and Certifications: A relevant degree, certificate, or diploma of the chosen field.

Workshops and Training: attend; expand your knowledge, go attending seminars and workshops in your relevant field.

Constant learning: Use webinars, online courses, and self-directed learning to stay up-to-date.

e. Developing Networking in The Workplace

Networking Events: Connect with professionals, attend industry conferences and events.

Make use of social media and LinkedIn to establish connections with recruiters, mentors, and peers.

Alumni network- Use alumni groups to find opportunities and advice.

f. Gaining Practical Experience

Internships: Offer real-world exposure and build relevant skills.

Volunteer Work: Helps gain experience while contributing to meaningful causes.

Freelancing or Part-Time Jobs: The ability to test the fields before full-time commitment.

g. Mentoring

Obtain mentors for professional guidance, knowledge sharing, and problem resolution

Participate in mentorship programmes provided by a university, corporation, or association.

h. Periodical Self-Assessment

Review regularly for progress, level of satisfaction and consistency with intentions

Career development plans be amended based on interest, skills and industry developments.

i. Being Flexible

Always be receptive to opportunities across disciplines or industry domains

Skills gained are transferable, like communications, leadership and problem-solving abilities.

j. Using Career Services and Resources

Career counselors or coaches can offer individualized guidance.

Online platforms like LinkedIn Learning, Coursera, or Khan Academy provide skill-building resources.

Use career apps for tracking goals, discovering opportunities, and applying to jobs.

Results and Comparison

An evaluation of the Career Path website reveals several key advantages over traditional career counseling. and other digital platforms It can be summarized as follows:

Access: Traditional methods often require a physical presence. This limits availability for students in remote or remote areas. The 'Career Path' platform provides access 24 hours a day, 7 days a week. and an interface that is compatible with mobile devices. Making it easily accessible 92% of surveyed users from rural areas consider this a basic platform to access professional advice for the first time. [14, 8]

User participation: Participation in traditional counseling is limited to oral discussions and printed materials. The website contains an interactive questionnaire. Career assessment and eye-catching web pages This leads to a 75% increase in disengagement compared to traditional methods. As specified in the survey responses **Customization:** The traditional approach is based on the judgment of a personal advisor and a general career plan. The 'Career Path' platform uses advanced algorithms to provide personalized career guidance based on personal interests, strengths, and preferences. 89% of users classify personalized guidance as 'career path'.

“Very relevant” Effectiveness in decision making: Students who used traditional counseling reported that they were unsure in 60% of cases. The main reason is from general counseling. By comparison, 83% of students taking the 'professional curriculum' felt confident in making professional decisions. They argue that the instructions are clear and specific. Excellent feedback: Traditional counseling lacks structured support. 'Career Path' collects opinions from two users through integrated research and improved algorithms. This leads to continuous improvement.

In general, 'career pursuits' have emerged as the predominant choice. It offers scalability, adaptability and effectiveness in directing students to informed vocational schools.

Conclusion

The 'Career Path' platform addresses a critical gap in traditional career counseling. It leverages technology to provide career advice that is accessible, engaging and personal.

Comparing the two results underscores the company's ability to outperform conventional methods and other digital platforms. In important indicators such as efficiency of access Participation and decision the high satisfaction rate among users – especially in underserved regions – demonstrates the platform's potential to democratize professional advice.

By offering data-driven insights and interactive information, Career Path helps students make informed and confident career choices. Future directions for this platform may include:

Expanding Career Options: Adding specialized career plans based on emerging sectors and skills.

Real-time analytics: Incorporates labor market trends to provide dynamic recommendations.

Multilingual Support: Increasing Inclusion for Students of Diverse Language Origins IA

Technology Help: Integrate chatbots or virtual advisors for real-time support.

In summary, 'career path' websites show a promising direction towards technology-enabled career guidance. It has the potential to eliminate existing gaps and shape how students manage their career aspirations.

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