... as a Strategic Business Innovation within the Digital Ecosystem of AI-powered Career Counseling

Semester Paper

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Declaration of Authenticity

The submitted work is of the commitment of the undersigned. It is certified that all material in this document, which is not produced by the undersigned, has been identified and acknowledged. No materials are included, for which a degree has been previously conferred upon the undersigned.

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Abstract

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1   Introduction

Latest developments in generative AI have unleashed a wave of speculations on how industries are going to evolve over the next years. Many companies are reconsidering how AI in general and generative AI in particular will affect their industries. Once such industry is career counseling, which is also known as career guidance. Career counseling is the disciplines and set of services related to designing career paths and consulting individuals regarding their career opportunities. Specifically, the services in career counseling include:

- Career Assessment: Assessment of the traits of the client, including identifying their preferences, strengths, skills, and values and matching those with suitable career paths.

- Development & Training

- Job Search Assistance

- Career Transitions

- Entrepreuneurship-related services

While LinkedIn is arguably the most dominant player in terms of employee data in Western countries, there are plenty of other companies that have access to employee data. However, the databases of competitors are not as large as LinkedIn's or are focused on a particular country or regions. While these databases are certainly relevant in some career paths and countries, they are not as relevant in others or for international careers.

In Germany, there is Xing, which is a German company that is also active in Switzerland and Austria. In China, there is Maimai, which is a Chinese company that is also active in China. In India, there is Naukri, which is an Indian company that is also active in India. In Russia, there is HeadHunter, which is a Russian company that is also active in Russia. In Japan, there is Wantedly, which is a Japanese company that is also active in Japan. In South Korea, there is Saramin, which is a South Korean company that is also active in South Korea. In Brazil, there is Vagas, which is a Brazilian company that is also active in Brazil. In Mexico, there is OCC, which is a Mexican company that is also active in Mexico. In the United States, there is Indeed, which is an American company that is also active in the United States. In Canada, there is Workopolis, which is a Canadian company that is also active in Canada. In Australia, there is Seek, which is an Australian company that is also active in Australia. In New Zealand, there is Trade Me, which is a New Zealand company that is also active in New Zealand. In South Africa, there is CareerJunction, which is a South African company that is also active in South Africa. In Nigeria, there is Jobberman, which is a Nigerian company that is also active in Nigeria.

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