

Enhancing Student Employability through a Digital Gig Economy Platform with AI Chatbot Assistance

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ABSTRACT

The rapid digital transformation of the global labor market has significantly reshaped employment structures, fostering the rise of the gig economy. This shift has led to an increasing reliance on flexible, short-term, and project-based work arrangements. While such changes offer numerous opportunities, they also present challenges, particularly for university students who seek part-time employment, internships, and freelance work while balancing academic commitments. Despite the growing demand for student employment, existing job platforms often fail to cater specifically to the unique needs of university students. Most general job portals, such as LinkedIn and Indeed, are designed for a broad audience and do not provide customized features that address students' academic schedules, skill development, and localized job opportunities (Prakash, P. (2024); Garcia & Lee, 2021). Research conducted at Universiti Pendidikan Sultan Idris (UPSI), Malaysia, identified that students face significant difficulties in securing employment due to the absence of a centralized, dedicated platform that connects them with potential employers. Traditional job-seeking methods, such as physical job postings, word-of-mouth referrals, and scattered online listings, result in inefficiencies, missed opportunities, and extended job search periods (Johnson & Williams, 2022). Additionally, students who possess freelance skills in areas such as graphic design, content writing, and digital marketing lack a structured marketplace to showcase their expertise and attract clients. Employers, on the other hand, encounter challenges in identifying and hiring student talent efficiently due to the lack of an accessible, streamlined recruitment system (Green et al., 2021).

JEL Codes:

Keywords: *Student Employability, Gig Economy, Digital Job Platform, AI Chatbot, Talent Management System.*