

Paths for Generative AI to Empower College Students' Career Guidance Work

Yifan Lu, Junyu Zou*

Wenzhou Medical University, Wenzhou Zhejiang, 325035

Abstract: The continuous development of information technology has given birth to generative AI, which has shown great potential for development in various industries. In the field of education, generative AI also has a large application space and demonstrates high application value. Employment guidance is an important task in higher education and teaching, which is of great significance for improving students' employment rate and implementing the strategy of building a strong country through talent. However, currently, the employment guidance for college students is difficult to achieve expectations due to various factors. Generative AI provides new ideas for innovative employment guidance for college students in the new era. Based on this, this article mainly analyzes the importance of empowering college students' employment guidance with generative AI, explores the path of empowering college students' employment guidance with generative AI, and hopes to provide reference for relevant personnel.

Keywords: Generative AI; College Students; Career Guidance; Paths

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Artificial intelligence promotes the development of various fields with its powerful functions. In the field of education, the in-depth application of artificial intelligence can drive the intelligent transformation of the entire education chain and promote the high-quality development of education in China. Generative AI is a product of the continuous development of artificial intelligence technology, and has been widely applied in teaching at all levels and of all types. In college students' career guidance work, universities should recognize the importance of applying generative AI, give play to the advantages of generative AI to improve service quality, and promote the realization of the educational goal of fostering virtue through education.

1. The Importance of Generative AI in Empowering College Students' Career Guidance Work

To give full play to the role of generative AI in college students' career guidance work, universities must first recognize the importance of this work, so as to actively promote the development of specific work, fully demonstrate the role of generative AI in promoting college students' career guidance work, and boost the in-depth development of college students' career guidance work in the new era.

1.1 Generative AI Helps Promote the Intelligent Transformation of Employment Service and Guidance

College students' employment service and guidance need to keep pace with the times to meet the ever-changing needs of college students for career guidance services. The traditional paradigm of college students' employment guidance services is lagging behind, which affects the high-quality development of college students' employment service and guidance. The application of generative AI in college students' employment service and guidance can give play to its powerful semantic understanding and content generation functions to reshape the career guidance model. For example, the application of generative AI can use its big data training model to obtain data such as college students' career development directions, automatically generate employment suggestions, create virtual interview scenarios, optimize resumes, etc., which significantly improves the pertinence and effectiveness of career guidance. In addition, traditional college students' employment service and guidance cannot achieve full coverage due to insufficient human resources, resulting in some students being unable to obtain the required employment service and guidance. The application of generative AI can effectively cope with the current situation of the expanding scale of college students and the increasingly complex job market, and meet the personalized and diversified needs of college students with the drive of intelligent technology, so as to build an intelligent employment

*Corresponding author: Junyu Zou

service ecosystem.

1.2 Generative AI Helps Improve Students' Self-development Ability

Against the backdrop of the current era, the employment environment has undergone great changes, and the types of occupations required by the market are constantly being reconstructed. College students face many difficulties in employment, such as incomplete access to occupational information and vague career development paths. This will affect college students' ability to make correct employment decisions. The application of generative AI in college students' career

guidance service can provide systematic career development suggestions on the basis of a deep understanding of individual students, promote students to deepen their professional cognition, and help students fully understand diversified development paths. Students' needs for employment service and guidance vary greatly. Generative AI can not only provide students with detailed industry development analysis, but also formulate personalized career development plans according to students' interests and abilities, helping students achieve high-quality employment. It can be seen that the application of generative AI in college students' employment service and guidance can promote students to rationally grasp industry development, employment situation, personal abilities, etc., face employment with a proactive attitude, and improve their adaptability to the talent market in dynamic growth.

1.3 Generative AI Helps Innovate University Governance

Employment is not only related to students' personal development, but also affects university education governance and talent training. University governance is a systematic work, and the current development of education modernization has put forward higher requirements for university governance. The application of generative AI in the field of education is conducive to promoting the innovation of university governance and realizing the digital and intelligent development of university governance. First of all, the application of generative AI can efficiently obtain students' employment information, deeply tap the value of information, provide a reliable basis for adjusting the direction of talent training in the later period, continuously optimize professional settings, and cultivate talents needed by society. Secondly, generative AI can also be integrated into various links of university governance as a governance tool, such as the circulation of employment information and the matching of employment resources, to create an interactive employment service system and improve the transparency of university governance. Finally, generative AI can create a new technology-driven governance method, promote the in-depth integration of career guidance services with various educational elements, and highlight the strategic education function of universities^[1].

2.Paths for Generative AI to Empower College Students' Career Guidance Work

Generative AI has various application values in college students' career guidance work, and how to apply it specifically has become a problem that universities need to think deeply about. Universities should continuously explore in practice, seek diversified paths to deepen the application of generative AI, and improve the efficiency of college students' career guidance work.

2.1 Build a Smart Employment Platform to Achieve Resource Sharing

The development of educational informatization requires universities to accelerate the construction of smart employment platforms and improve the effectiveness of career guidance. Although some universities have built information-based employment platforms, these platforms have single functions, and various systems have not been unified, making it difficult to provide high-quality employment services for students. Integrating generative AI into the information-based employment platform can build a full chain of intelligent career guidance and fully realize resource sharing among various systems and departments. When building a smart employment platform, universities should grasp the core of the work, unify the platform entrance, realize the interconnection of various systems, and improve the intelligent level of platform operation. First of all, universities should multi-dimensionally integrate

educational administration systems, career assessment systems, enterprise recruitment ports, etc., give play to technological advantages to break system barriers, and provide students with a comprehensive closed-loop service for learning, growth and employment. Secondly, when building a smart employment platform, universities should also embed a generative AI model at the bottom layer, accurately push job information based on a deep understanding of individual students, help students intelligently optimize resumes, and meet students' real-time interaction needs. The smart employment platform should also realize dynamic monitoring of students' behavior data, job-seeking intentions, etc., so as to provide students with intelligent employment services. The university's smart employment platform is highly dependent on technology, and its construction can promote the reform of the university's service concept and governance logic. Students are the center of employment guidance services, and attention should be paid to students' experience in platform construction, and students' experience should be enriched by means of visual charts and other forms. In terms of platform security, build security mechanisms such as identity authentication and hierarchical authorization to ensure the compliant flow of platform data. In addition, universities should also connect with enterprise recruitment systems and human resources and social security department systems to obtain more employment information and enhance the resource integration capability of the smart employment platform^[2].

2.2 Construct a Personalized Career Guidance System to Meet Students' Personalized Development Needs

Social development has promoted the continuous differentiation of career paths, and students' needs for employment service and guidance have shown personalized characteristics. Therefore, in the new era, universities should build a personalized career guidance system to meet the personalized growth needs of students. Generative AI has technical advantages in building a personalized career guidance system. With its context construction ability and intelligent generation ability, it can realize the paradigm leap of employment service and guidance, provide students with personalized career guidance, and promote the flexible development of employment education in universities. Based on generative AI, a personalized career guidance system is constructed to provide students at different stages with personalized guidance materials such as job-seeking resumes and simulated interview questions, so as to provide efficient support for students at key employment nodes. Students' needs for career guidance services are continuous. Using the dialogue function of generative AI to provide students with real-time services, such as answering employment questions and conducting psychological counseling. Students have different preferences in the form of career guidance. The personalized career guidance system can provide students with services in different forms, such as career interviews and micro-courses, to promote students to enhance their enthusiasm for participation in visual and interactive guidance. In addition, building a personalized guidance service system should respect the dominant position of students, guide students to use generative AI to improve their professional cognition, build virtual career scenarios for students, help students realize their own shortcomings, and thus make targeted efforts. Generative AI also has a reflective function, which can conduct in-depth analysis of students' behaviors and emotions during the employment process, enhance students' professional identity, and improve students' self-efficacy^[3].

2.3 Establish a High-quality Career Guidance Team to Promote In-depth Human-machine Collaboration

The quality of college students' career guidance work is affected by many factors, among which teachers' ability is an important one. Although the application of generative AI can significantly improve the intelligence level of college students' career guidance, the role of teachers cannot be ignored. Therefore, universities need to build a human-machine collaboration mechanism, establish a high-quality career guidance team, and promote teachers to promote the high-quality development of career guidance through human-machine collaboration. In the process of improving teachers' digital and intelligent capabilities, universities should strengthen organizational construction, provide systematic training for teachers based on data analysis, artificial intelligence basics, and auxiliary tool applications, design training camps and other forms to deepen teachers' understanding of intelligent technology logic, improve teachers' ability to apply intelligent tools, and promote teachers to actively innovate in career guidance.

Through systematic training, teachers take the initiative to apply generative AI in career guidance work, continuously improve their abilities in data analysis and intelligent recommendation in practice, and provide students with effective personalized career guidance services. In addition, in the construction of the human-machine collaboration mechanism, it is necessary to handle the relationship between teachers and AI. On the one hand, AI is used to handle tasks such as job analysis and question-and-answer generation to reduce teachers' work pressure; on the other hand, teachers focus the employment service and guidance work on students' value guidance and emotional counseling, realizing complementarity with generative AI. The application of generative artificial intelligence in college students' employment service and guidance, and the construction of a deep human-machine collaboration mechanism require the reconstruction of positions, further clarification of job responsibilities and teachers' roles, and the full realization of the core value of teachers. To enhance the enthusiasm of career guidance teachers in applying generative AI, universities should include it in the performance appraisal, and continuously improve teachers' professional ability and comprehensive literacy^[4].

3. Conclusion

Scientific and technological development drives educational reform. As a cutting-edge technology, generative AI accelerates the process of educational reform and reconstructs the talent service paradigm. In college students' employment service and guidance work, universities should raise their awareness of generative AI, actively apply generative AI to build a unified smart employment platform, construct a personalized career guidance system, establish a high-quality career guidance team, promote the innovation of employment guidance services, improve the efficiency and quality of employment guidance services, and help students pursue their careers.

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