iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** VI **Month of publication:** June 2026

DOI: https://doi.org/10.22214/ijraset.2026.83805

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue VI June 2026- Available at www.ijraset.com

AI Enhanced Carrer Guidance System for Personalized Pathways

Jyoti Yogesh Deshmukh, Vidyesh Patil, Chirayu Patil, Bhagyesh Hole, Sachidanad Salve
Dept.ArtificialIntelligence & Data Science Marathwada Mitramandal's Institute of Technology Pune, India

***Abstract:** Inthemoderneducational landscape,studentsface growing challenges when choosing suitable career paths due to the vast number of emerging domains and technologies. Traditional career counseling methods rely heavily on human expertise, which canbebiased,time-consuming,andlimited in scope.TheAICareer Guidance System is designed to overcome these limitations by leveragingArtificialIntelligence(AI),MachineLearning (ML),and Natural Language Processing (NLP) techniques to deliver personalized,data-drivenrecommendations.Byanalyzingstudents' academicrecords, interests,andskills ,the system predictspotential career paths aligned with their strengths and market trends. Furthermore, the model identifies skill gaps and recommends relevant courses, certifications, and training programs. This approach not only enhances decision-making but also bridges the gap between education and employability.*

Thesystemensuresthat studentsmakeinformed careerchoicesthat align with evolving industry demands. To address these issues, the AI Career Guidance System has been developed — an intelligent platform that leverages Artificial Intelligence (AI), Machine Learning (ML),and NaturalLanguageProcessing (NLP)todeliver personalized, data-driven career recommendations. The system analyses multiple data sources such as students' academic performance, personality traits, interests, extracurricular involvement, and technical skills. By combining these inputs with current markettrendsandjobdemandanalytics, themodelpredicts the most suitable career paths for each student.

In addition to career prediction, the systemidentifies skillgapsand recommendsappropriateonlinecourses, certifications, andtraining programs to help students enhance their employability.

***Keywords:** AI Career Guidance System, Artificial Intelligence (AI),MachineLearning(ML),NaturalLanguageProcessing(NLP), PersonalizedCareerRecommendations,SkillGapAnalysis,Career Planning, Educational Technology, Employability Enhancement, Data-Driven Decision Making.*

I. INTRODUCTION

Career guidance has become an essential component of modern education, particularly with the rapid evolution of technology and the continuous emergence of new career fields. Traditional counseling systems often depend on manual analysis and generalized suggestions, which fail to address the unique abilities, interests, and ambitions of each student. In contrast, Artificial Intelligenceoffersadynamic,scalable,andpersonalizedsolutionfor guiding students toward appropriate career paths. AI systems can process vast amounts of educational data, analyze individual performance patterns, and suggest suitable professions based on bothpersonalaptitudeandmarketdemand.TheAICareerGuidance System aims to create a bridge between academic learning and industry expectations.By employing AI-driven models,thesystem identifies each student's core competencies and recommends optimal learning pathways to achieve professional success. It also provides continuous feedback to students, helping them track their progressovertime.Withanintelligentrecommendationengine,this system reduces the dependencyonmanualinterventionand ensures a transparent, unbiased, and efficient career counseling experience.

To overcome these limitations, Artificial Intelligence (AI) offers a transformative approach by introducing automation, intelligence, and data-driven personalization into the career guidance process. AI-powered systems can process extensive educational datasets, interpret patterns in student performance, analyze behavioral tendencies, andcorrelatethemwith emerging jobtrends. Through the integration of Machine Learning (ML) and Natural Language Processing (NLP), such systems can derive meaningful insights from academic records, aptitude 7career paths that best fit each individual's potential.

TheAICareerGuidanceSystemservesasacomprehensiveplatform designed to bridgethegap between academiclearning and real-world industry requirements. Bydeployingpredictive models,itidentifies a student's core competencies, interests, and skill deficiencies, and subsequentlyrecommendstailoredlearningpathwaysthatalignwith current market demand. The system also suggests relevant certifications, online courses, and internships, enabling students to continuously upgrade their skills in a targeted and structured manner.

Moreover, the system incorporates adaptive feedback mechanisms, allowing studentsto monitor theirprogressand refine their goals over time. Institutions benefit as well, as administrators and educators gain access to data-driven insights that can inform curriculum design and placement strategies. This intelligent recommendation engine reduces dependency on manual career counseling,enhancesaccuracy, andensuresatransparent,unbiased, and efficient decision-making process.

II. RELATED WORK

ArtificialIntelligence(AI)hassignificantlytransformedthefieldof career guidance by introducing data-driven and personalized decision-making approaches. [1]Several researchers have explored different techniques to improve career counseling systems using Machine Learning (ML), Natural Language Processing (NLP), and predictive analytics.

Sharma et al. [2] presented a comprehensive review of AI-based career counseling systems, emphasizing the importance ofanalyzing student interests, academic performance, and skills to recommend suitable career paths. [3] Their study highlighted that intelligent systems can reduce human bias and improve decision accuracy. Similarly, Kumar and Verma [4] proposed a predictive analytics model that uses machine learning algorithms to forecast appropriate career domainsbased on student data such as academic records and behavioral patterns.

Chen and Li [5] developed a personalized career recommendation system using AI techniques, focusing on user profiling andadaptive learning mechanisms. [6] Their approach demonstrated how personalization can enhance user satisfaction and decision-making efficiency. Singh and Kaur [7] explored the application of machine learningin education,particularly for career planning, and emphasized the importance of integrating educational data with intelligent models to improve career outcomes. [8]proposedan intelligentcareerguidance.systemusingpredictivemodels,which analyzes large datasets to generate accurate career suggestions.Patel and Shah [9] introduced adaptive learning systems that dynamically adjust recommendations based on user feedback, making themmorerelevant overtime.[10] Thesesystemshighlight the importance of continuous learning and adaptability in modern career guidance platforms.

Verma et al. [11] focused on data-driven career guidance usingmachine learning techniques, demonstrating the effectiveness of classification algorithms in mapping student profiles to career options. Similarly,LiandZhang[12]workedonAI-drivenstudentprofilingand career path prediction, [13] which utilizes behavioral and academicdata to improve recommendation accuracy.

Kim and Park [14] studied the integration of AI into traditional career counseling practices and concluded that AI can significantly enhance counseling efficiency by providing real-time and scalable solutions. Agarwal and Mehta [15] conducted a survey on AI-based career planning tools, identifying current trends and challenges in thedomain. Gupta and Arora [16] proposed predictive modeling techniques for career guidance systems, focusing on improving model accuracy and scalability. Wang and Liu [17] explored the role of AI and machine learning in educational counseling, highlighting how intelligentsystems can support both students and educators. Sharma [18] developed a personalized [19]AI-based career recommendation model that uses student profiles to generate tailored career suggestions. [20]AI systems incorporate labor market trends, behavioral data, and real-time analytics to improve career decision-making accuracy and relevance. [21] Advanced approaches integrate ML models with psychological frameworks such as RIASEC to provide moremeaningful and scalable recommendations.[22] Ultimately, the AI Career Guidance System empowers students to make informed, confident, and future-ready career choices. [23] It not only fosters academic and professional alignment. [24] It also contributes tobuilding a workforce that is agile, skilled, and well-prepared for the challenges of the evolving global economy.

III. CHALLENGES

Key challenges in implementing an AI-based career guidance system include collecting accurate and comprehensive student data, ensuring privacy and security, and maintaining model adaptability with evolving job markets. Other issues include algorithmic bias, system scalability, and integrating diverse data sources such as psychometric assessments, academic records, and real-time job trends. Ensuring that recommendations remain relevant and actionable while being interpretable for students is also a significant challenge. Maintaining model adaptability and relevance in the face of rapidly evolving job markets presents another significant challenge.

The AImodels mustbe continuouslyupdatedto reflect emergingcareer domains, evolving skill requirements, and changing industry trends. Failure to do so could result in outdated or less usefulrecommendations. Additionally, algorithmic bias is a critical concern,as biased training data or poorly designed models can lead.

IV. SYSTEM ARCHITECTURE

The system aims to provide accurate and personalized career guidance based on a student's profile. It not only suggests career paths but also identifies missing skills and recommends relevant online courses or certifications. Infutureenhancements,theprojectcanbeintegratedwith job portals, internship platforms, and AI-driven interview preparation tools. Thus, the AI Career Guidance System serves as a comprehensive, intelligent career assistant for students and professionals alike.

The libraries provide robust functionality for machine learning and web development without the need for expensive proprietary softwarelicenses.Thesystemcan bedevelopedandhostedonlocal servers or low-cost cloud environments, which further reduces operational expenses. Additional costs may arise only if premium APIs, paid cloud computing platforms, or external data sources are incorporatedforreal-timejobanalyticsoradvancedNLPprocessing. However, the overall expenditure remains significantly lower compared to traditional commercial systems, making the project financially viable for educational institutions or independent developers. From a technology wise feasibility standpoint, the project is entirely achievable using currently available AI, ML, and NLPtools.

The technologies chosen are well-supported, extensively documented, and compatible with modern web frameworks. The integration of Django as a backend framework ensures seamless connection between the user interface, AI modules, and database systems. TensorFlow and Scikit-learn libraries provide efficient environmentsformodeltrainingandprediction,whileNLPlibraries such as NLTK or spaCy enable the interpretation of textual inputs. Given the rapid advancement of open-source AI technologies, the implementation of this system is both realistic and future-proof.

The scope of the AI Career Guidance System extends beyond basic career suggestionstodeliveracomprehensive and intelligent career planning solution. The system is designed to analyze a student's academic background, skills, interests, and career aspirations to recommend themostsuitableprofessionalpaths.Itfurtheridentifies skill gaps by comparing a user's existing abilities with the requirements of chosen careers,thereby suggesting relevant online courses, certifications, and workshops from reputable platforms. This feature ensures that students can take actionable steps toward. The Skill Gap Identification module detects missing or underdeveloped skills and suggests targeted learning resources for improvement.Simultaneously,theMarketTrendAnalysiscomponent monitors current industry trends to ensure career suggestions align with evolving job market demands. The integrated feedback loops amongthesemodulesenablecontinuouslearningandadaptation.Asa result,usersreceivepersonalized insightsthatleadto improved skills, informed decisions, and an enhanced career path tailored to their evolving goals and market opportunities.

The proposed system utilizes an AI-driven core that integrates multipleintelligentmodulestodeliverpersonalizedcareerguidance. TheAICoreservesasthecentralprocessing unit,analyzinguserdata, skills, and interests to generate customized career advice. It continuously evaluates user progress through real-time feedback, allowing thesystemto adaptandrefinerecommendations.TheSkill Gap Identification module detects missing orunderdeveloped skills and suggests targeted learning resources for improvement. Simultaneously, the Market Trend Analysis component monitors current industry trends to ensure career suggestions align with evolvingjobmarketdemands.Theintegratedfeedbackloopsamong thesemodulesenable continuouslearning and adaptation. As aresult, usersreceivepersonalizedinsightsthatleadtoimprovedskills, informed decisions, and an enhanced career path tailored to their evolving goals and market opportunities.

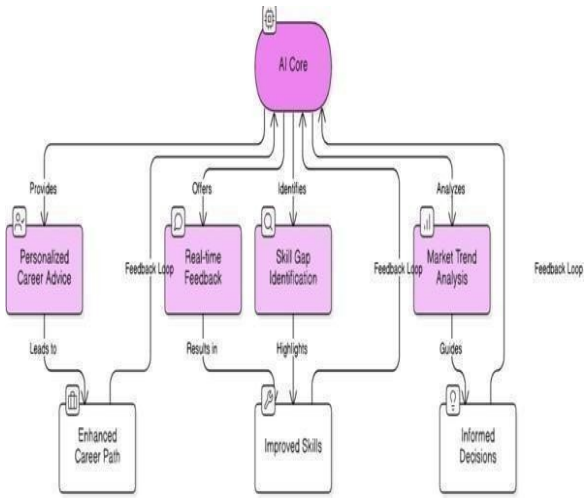


Fig1Systemarchitecture

V. METHODOLOGY

The methodology of the AI Career Guidance System is structured into multiplephases. Thefirstphaseinvolvesdatacollection,where students provide information related to academics, skills, and areas of interest through an online interface. The second phase performs data preprocessing and categorization to prepare the dataset for analysis.Thethirdphaseinvolvestraining machinelearningmodels to predict suitable career paths using supervised algorithms such as SupportVectorMachines(SVM)andDecisionTrees.Thesemodels analyze patterns within the input data and match them with career success indicators. The recommendation engine employs Natural Language Processing (NLP) techniques to interpret user inputs and generate human-like suggestions. A feedback mechanism is incorporated,allowinguserstoupdatetheirprogress,andthesystem refinesitsrecommendationsaccordingly. Thefrontendisdeveloped using HTML, CSS, and JavaScript, while the backend is implementedinPythonusing theDjango framework.AImodelsare builtusingTensorFlowandScikit-learnlibrariestoensureefficiency and scalability.The database stores user details and feedback for future analysis and continuous improvement.

Once the data is gathered, it undergoes a preprocessing stage to enhance its quality and consistency. This phase involvescleaning andnormalizingthedatasetbyremovingduplicateormissingentries and converting categorical information such as interests or skill levelsintonumericalformsuitableformachinelearningalgorithms. Properdatapreprocessingensuresthatthemodelreceivesstructured and meaningful input, which improves prediction accuracy and systemefficiency.Afterpreprocessing,therefineddataset isusedto train the machine learning model.

The train machine learning models capable of predicting suitable career paths. Supervised learning algorithms such as SupportVector Machines (SVM) and Decision Treesare applied to analyze patterns within the input data. These algorithms identify relationships between academic performance, skill sets, and successful professional outcomes, ultimately generating career predictionsthat alignwiththestudent'sstrengths.Theaccuracy and reliability of the trained models are evaluated using performance metrics like precision, recall, and F1-score to ensure optimalresults. to unfair guidance, disproportionately affecting students from certain demographics or backgrounds.

System scalability and performance also pose challenges, particularly when the platform needs to support a large number of concurrentusersacrossmultipleinstitutions.Integratingdiversedata sources— including academic results, psychometric assessments, extracurricular achievements, and real-time labor market trends—requires a robust data architecture and seamless interoperability between components. Ensuring that the recommendations are interpretable and actionable is equally important, as students and educators must understand the rationale behind AI-generated suggestions to make informed decisions improving their employability.

VI. EXPECTED OUTCOME

The AI Career Guidance System is expected to deliver intelligent, real-time, and customized career recommendations. It will analyze user data to provide actionable insights into suitable professions, educational programs, and training modules. The system will empower students to make informed decisions about their futureby identifying key areas for improvement and growth. Furthermore, it will serve as a valuable tool for educational institutions, enabling them to assist students more effectively in career planning. By bridging thegap between academic education and industry needs, thesystemensuresimproved employability outcomes. Over time, it canalso evolveintoalarge-scaleAIplatformcapableofsupporting predictive analytics for workforce trends, skill forecasting, and automated learningrecommendations.Thesystemnotonlybenefits individual learners but also acts as a valuable support tool for educational institutions. Schools, colleges, and universities can utilize the analytics generated by the system to better understand student needs, enhance academic guidance, and design curricula aligned with industry expectations. By providing insights into collective trends—such as popular career domains, skill deficiencies, and emerging professional interests—institutions can tailortheirteaching strategiesto improvestudentemployability and readiness for future job markets.

Through its intelligent recommendation engine, the AI Career Guidance System bridges the long-standing gap between academic learning and real-world industry requirements. It ensures that students acquire relevant competencies and stay aligned with evolving technological advancements. As a result, the system contributes to higher employability rates, more meaningful career choices, and a stronger alignment between education and employmentoutcomes.

In the long term, the system is envisioned to evolve into a comprehensive AI-driven career ecosystem capable of handling large-scale data and delivering predictive analytics. It can support workforcetrendforecasting,skill-demandprediction,andautomated learning path generation, making it an indispensable tool for both learners and educators. By integrating future enhancements such as real-time labor market analysis, AI-based aptitude testing, and multilingual communication, theplatformcan expanditsreachtoa broader audience.

VII. RESULTS AND ANALYSIS

A. *Experimental Setup*

The dataset used for experimentation was divided into: 80% training data and 20% testing data. Machine learning models were implemented using the Scikit-learn library in Python. The performance of the models was evaluated using standardmetrics such as:

- Accuracy
- Precision
- Recall
- F1-Score

Thesemetricsprovideacomprehensiveevaluationof classification performance.

B. *ModelPerformanceEvaluation*

PerformanceComparisonofMachineLearningModels Table1

Model	Accuracy	Precision	Recall	F1-Score
DecisionTree	**82%**	**80%**	**78%**	**79%**
RandomForest	**89%**	**87%**	**85%**	**86%**

C. *AccuracyComparison*

Thecomparativeperformanceoftheimplementedmachine learningmodelsin termsofaccuracy isillustratedintheFig. 2.

The Decision Tree classifier achieved an accuracy of **82%**, while the Random Forest classifier achieved a higher accuracy of **89%**. The improvement in performance can be attributed to the ensemble learning mechanism of the Random Forest algorithm, which combines multiple decision trees to enhance prediction accuracy and reduce overfitting.

The aggregation of multiple models in Random Forest enables it to capture complex patterns in the dataset more effectively than a single Decision Tree.

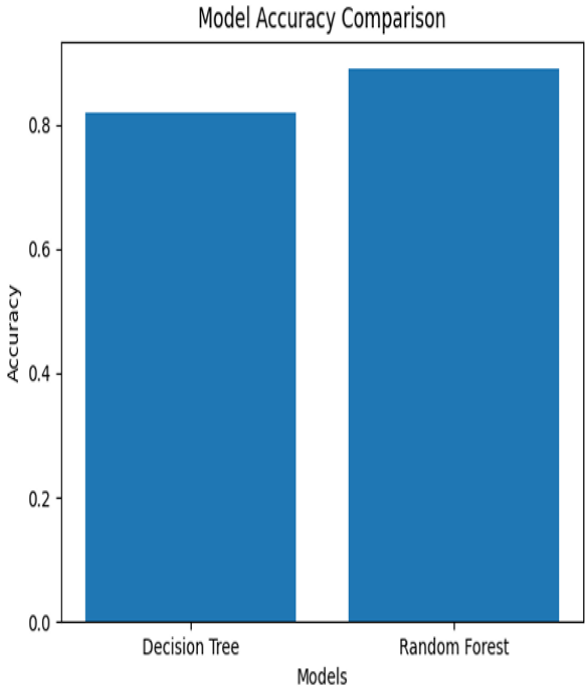


Fig2ModelAccuracyComparison

As a result, it provides better generalization on unseen data. Furthermore, the stability of the Random Forest model ishigher compared to the Decision Tree, making it moresuitable forreal-world applicationswheredata variability issignificant.

D. ConfusionMatrixAnalysis

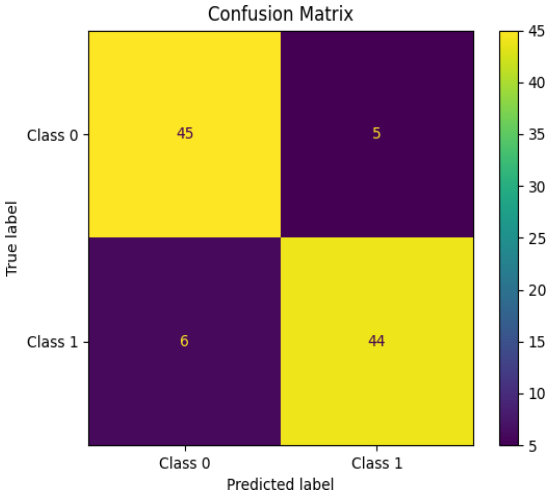


Fig3ConfusionMatrix

The performance of the proposed classification model is further evaluated using a confusion matrix, as illustrated in Fig.3.Theconfusionmatrix provides adetailedbreakdownof correct and incorrect predictions made by the model across different career classes.

Thematrixconsistsoffourkeycomponents:

- TruePositives(TP): Correctlypredicted career classes
- TrueNegatives(TN):Correctlyrejectedclasses
- FalsePositives(FP):Incorrectlypredictedclasses
- FalseNegatives(FN):Missedcorrectpredictions

The results indicate that the model achieves a high number of true positive and true negative predictions, demonstratingstrongclassification performance.

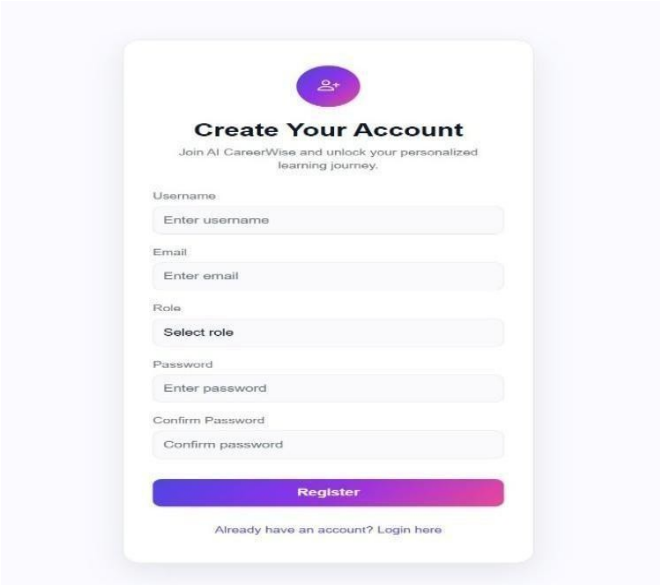


Fig4.LoginPage

Providessecureauthenticationforregistereduserstoaccesstheir personalized dashboard and platformfeatures. It ensures controlled access to user data, assessments, and career guidance services.

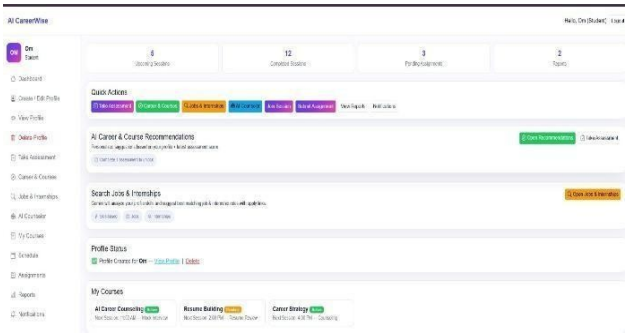


Fig5.Dashboard

Provides a centralized interface for users to monitor progress, access quick actions, and manage assessments, courses, and career-related activities.

Itenablesefficientnavigationofpersonalizedrecommendations, job opportunities, and profile insights for streamlined career development.

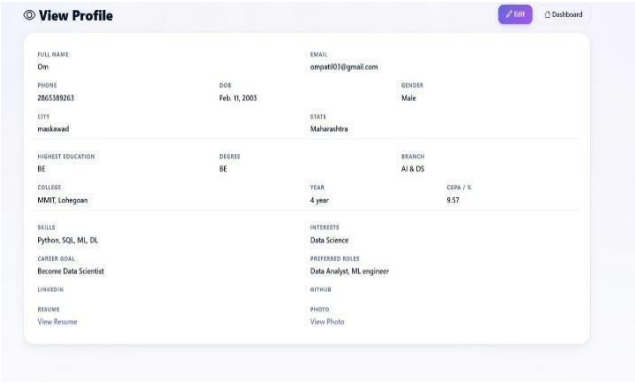


Fig6.StudentProfile

Presentstheplatformoverview,key features,andonboarding flowtohelpusersunderstandandbegintheirAI-drivencareer journey**.**

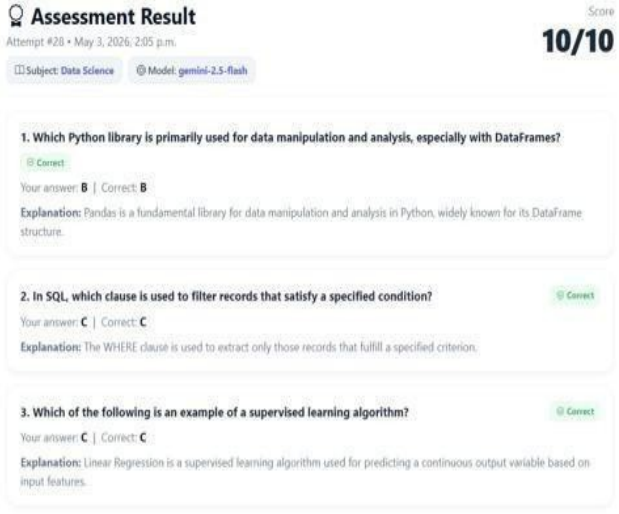


Fig7.AssessmentResult Analysis

Displays detailed evaluation results, including scores, correct answers, and explanations to measure user performance and understanding. It helps identify strengths and improvement areas, enabling data-driven learning and better career guidance decisions.

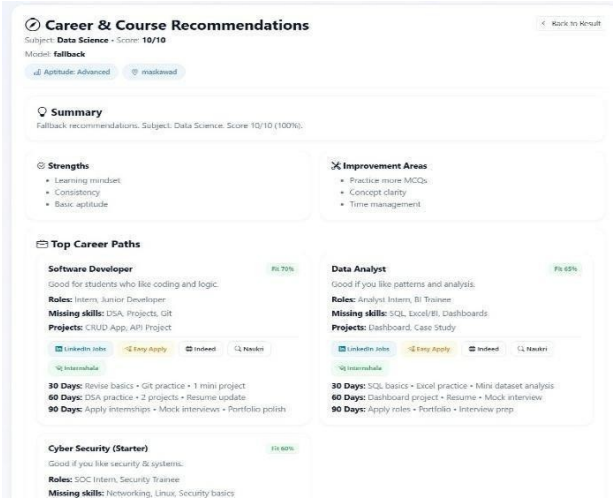


Fig8.CareerPrediction Result

Generatespersonalizedcareerpaths,identifiesskillgaps,and offers structured action plans based on user data.

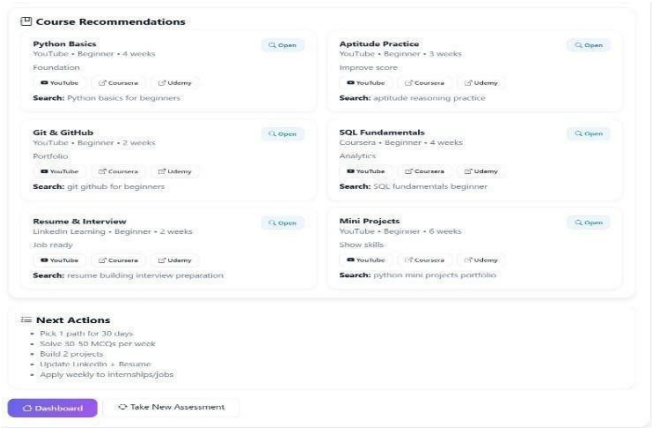


Fig9.CourseRecommendation

ProvidesAI-drivencareerpathsuggestionsbasedonassessment results,highlightingstrengths,improvementareas,androlefit.It offers actionable roadmaps, required skills, projects, and job opportunitiestoguideuserstowardachievingtheircareergoals.

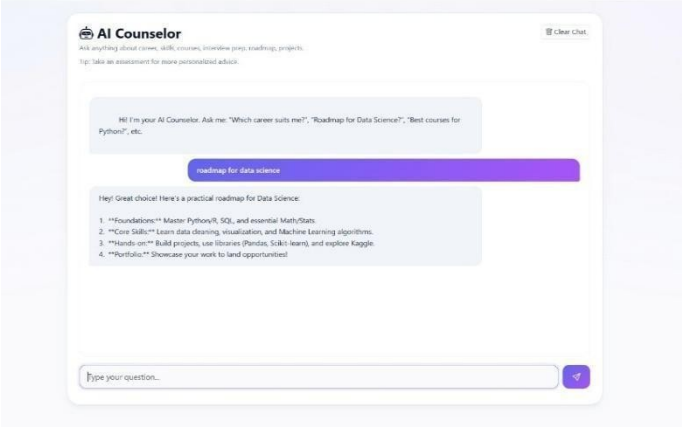


Fig10.AI-BasedCareerCounselingOutputInterface

Provides an interactive AI-powered interface for users to ask career-related questions and receive personalized guidance. It supports roadmap creation, skill development advice, and decision-making through real-time conversational assistance.

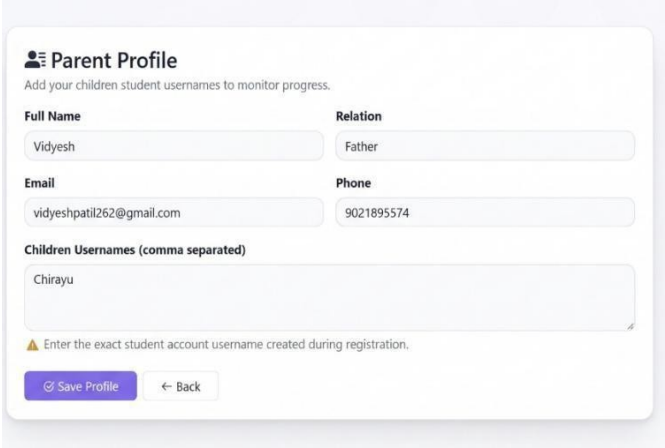


Fig11.Parent Dashboard

Allows parents to register their details and link their child's account to monitor academic progress and career development. It enables effective tracking of assessments, recommendations, and performance insights to support informed guidance and decision-making.

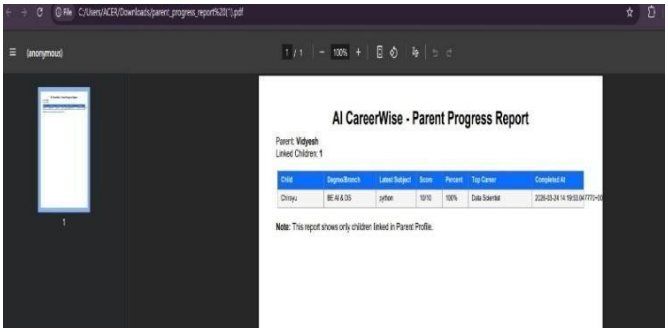


Fig12.ReportPDF

Generatesaconsolidatedreportofthechild'sacademicthe performance,assessmentscores,andrecommendedcareerpath.
It enables parents to monitor progress effectively and make informed decisions regarding their child's learning and career development.

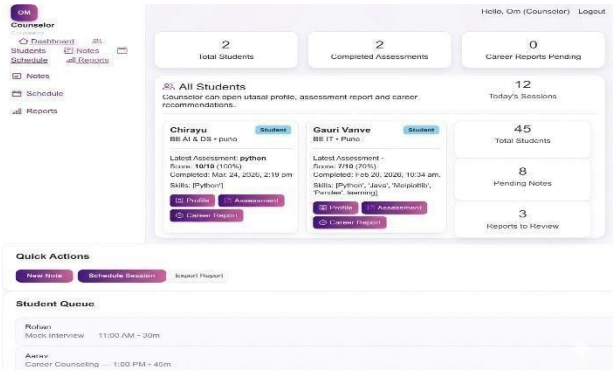


Fig13.ConcealerProfile

Provides counselors with a centralized view of student data, assessments, session schedules, and performance insights. Itenables efficient management of student interactions, report generation, and decision-making for personalized career guidance.

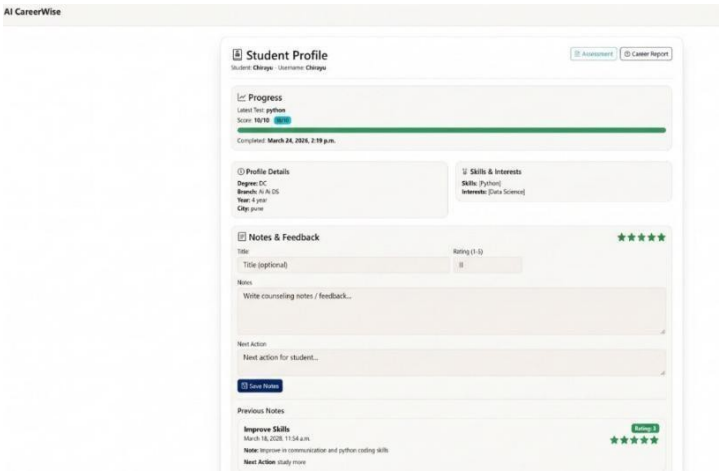


Fig14.CounselorView Page

Provides counselors with detailed insights into a student's academicprogress,skills,andassessmentperformance. Itenables adding feedback, ratings, and action plans to guide personalized career development and track student improvement.

VIII. CONCLUSION

TheAICareer GuidanceSystemoffersatransformativeapproach to career counseling by combining the power of artificial intelligence, machine learning, and natural language processing. The system's ability to deliver personalized, data- driven career insights help students align their learning with emerging opportunitiesinthejobmarket.Itsadaptivefeedbackloopensures continuous improvement, allowing students to refine their skills and stayupdatedwithevolvingtechnologies. Overall, thisproject demonstrates the potential of AI in shaping future education systems. By providing accurate, unbiased, and real- time guidance, the AI Career Guidance System can revolutionize how students approach career planning.

In the future, integration with AI-based chatbots, virtual counseling assistants, and predictive labor market analytics can make it an indispensable tool for global education and professional development. One of the system's key strengths lies in its adaptive feedback mechanism, which enables continuous in learning and improvement.

Furthermore, the AI Career Guidance System emphasizes objectivity andinclusivityincareerdecision-making.Byrelying on machine learning models and unbiased data analytics, it eliminates the subjective influences that often affect traditional counseling. This ensures fair and equal guidance for students across diverse backgrounds, fostering transparency and confidence in their career choices.

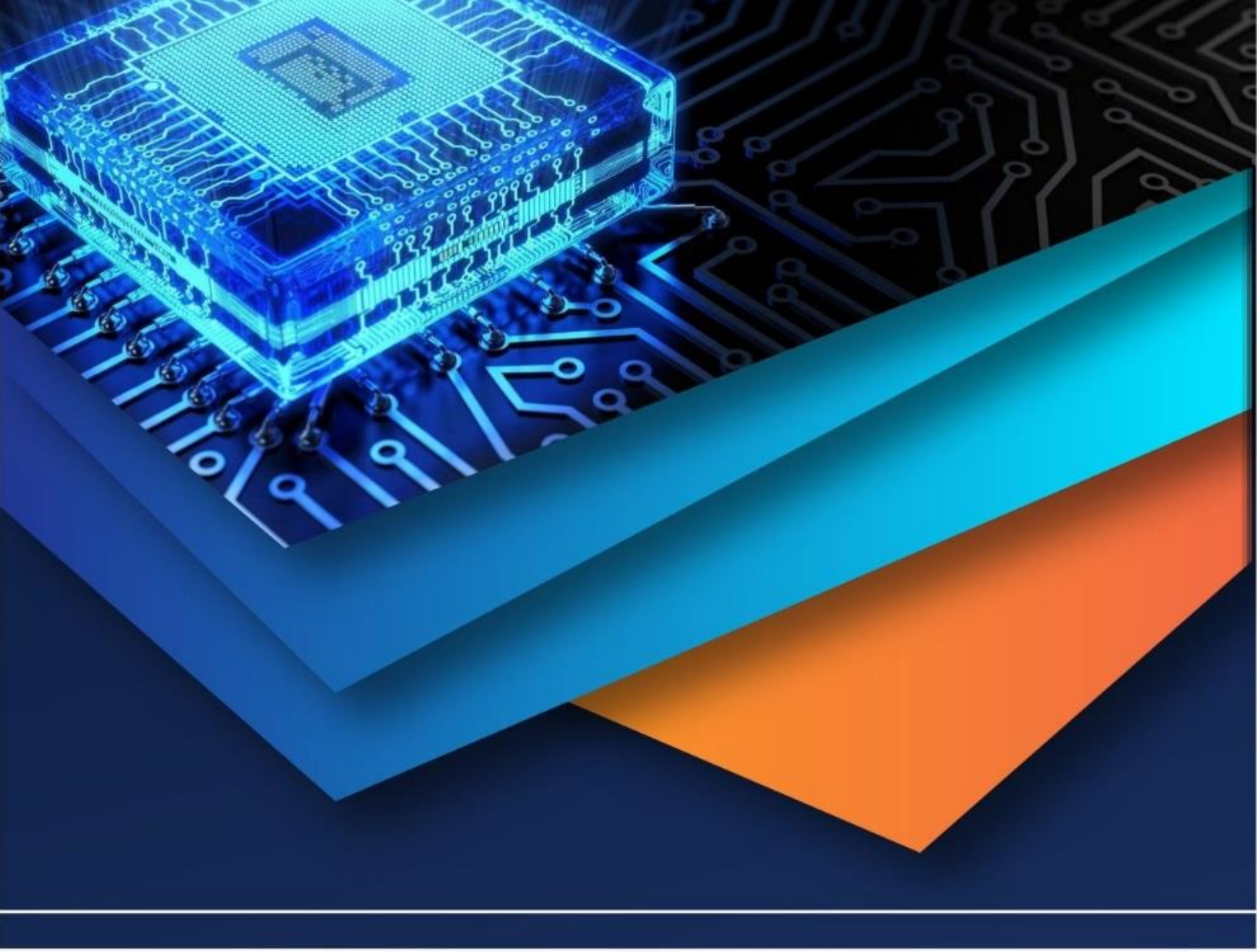
The system also encourages self-directed learning by suggesting relevantonlinecourses, certification programs, and skill development platforms, empowering students to take ownership of their professional growth.

Moreover, the proposed system demonstrates significant potential for scalability and real-world deployment across educational institutions and career development platforms. By leveragingcloud-based infrastructure and modular system design, it can support large volumes of users while maintaining performance and reliability. The integration of real-time data sources, such as industry demand trends and job market analytics, can further enhance the relevance and accuracy of recommendations. Additionally, continuous model training using user feedback and updated datasets ensures that the system remains adaptive to evolving technological and professional landscapes. This adaptability positions the AI Career Guidance System as a sustainable and future-ready solution capable of transforming traditional career counseling into an intelligent, automated, and data-driven process.

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