



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

ONLINE JOB PORTAL FOR FRESHERS AND SMBs

VIGNESHWAR .B¹, Mr .A .Charles Mahimainathan²

¹ Department of Computer Technology, Sri Krishna Adithya College of Arts and Science, Coimbatore .

² Assistant Professor, Department of Computer Technology, Sri Krishna Adithya College of Arts and Science, Coimbatore

ABSTRACT:

The Online Job Portal is designed to streamline job searching and recruitment, particularly for fresh graduates and small-to-medium-sized businesses (SMBs).

The platform allows employers to post job vacancies, manage applications, and track candidate progress while enabling job seekers to browse listings, apply for positions, and receive application updates.

The system addresses key gaps in existing job boards by prioritizing freshers and SMBs, simplifying the recruitment process with a user-friendly interface, secure authentication, customizable job postings, and an applicant tracking system. The platform enhances accessibility, efficiency, and employer branding, ensuring a seamless hiring experience.

Keywords: Job Portal, Freshers Recruitment, SMB Hiring, Employment Platform, Online Job Search

1. Introduction:

The modern job market heavily relies on digital platforms for recruitment, yet most existing solutions prioritize experienced professionals, making it difficult for fresh graduates to secure their first jobs.

This project introduces a job portal specifically designed for freshers, with features that cater to their needs while also simplifying the hiring process for SMBs.

The platform offers a tailored, secure, and effective solution for entry-level job seekers and small businesses, promoting employment accessibility.

2. Literature Study:

Several existing job platforms like LinkedIn, Naukri, and Glassdoor focus on experienced candidates, leaving fresh graduates with limited options.

Studies have shown that freshers face challenges in securing job opportunities due to a lack of relevant experience.

Research further indicates that small businesses struggle with complex recruitment processes.

This project aims to bridge this gap by providing a dedicated space for freshers and SMBs, ensuring a more inclusive and efficient hiring ecosystem.

3. Methodology:

The development process follows an agile methodology, incorporating:

1. Literature Review: Examining existing job portals and recruitment trends.
2. User Surveys & Interviews: Gathering insights from freshers and SMBs.
3. System Analysis & Design: Creating UI/UX designs and database schemas.
4. Prototype Development: Implementing core functionalities using Django and React.js.
5. Usability Testing: Evaluating user feedback to optimize the platform.
6. Module Description:

The job portal consists of the following modules:

User Authentication & Profile Management –

- Secure login and profile setup for both job seekers and employers.
- Job Posting & Management – Employers can post, edit, and manage job listings.
- Job Search & Filtering – Job seekers can search for jobs based on type, salary, and industry.

- Application & Tracking System – Candidates can track application progress.
- Employer Analytics & Reporting – Employers can access job listing performance reports.

5. Implementation:

The system is developed using a combination of modern web technologies to ensure efficiency, scalability, and security.

The frontend is designed with React.js, providing a dynamic and interactive user experience, while the backend is powered by Django, ensuring secure data management and efficient request handling.

The database is built using MySQL, optimizing structured data storage and retrieval processes.

To enhance security, OAuth-based authentication is implemented, ensuring that user data remains protected.

AWS cloud hosting is used for deployment, enabling seamless scaling based on traffic demands.

Additionally, Amazon S3 provides secure storage for resumes and employer documents.

The platform also incorporates a job recommendation engine leveraging machine learning algorithms to match candidates with suitable job postings, improving engagement and job relevance.

Automated email notifications keep both job seekers and employers informed about application status updates and interview invitations.

Multi-language support is integrated to ensure accessibility for a diverse user base.

Scalability considerations such as load balancing techniques and caching mechanisms further ensure seamless performance even under high traffic conditions.

6. Results:

The job portal successfully enhances recruitment efficiency, providing freshers with a dedicated platform to find jobs while allowing SMBs to attract suitable candidates with ease.

User feedback highlights the intuitive interface, targeted job recommendations, and seamless application tracking, making the recruitment process more efficient and accessible.

7. Conclusion:

This job portal addresses the shortcomings of traditional recruitment platforms by focusing on freshers and SMBs.

The system simplifies job searching, reduces hiring complexities, and promotes employment opportunities for early-career professionals.

Future enhancements may include AI-driven job recommendations and multilingual support.

8. REFERENCES:

1. Various studies and research papers have provided significant insights into the development of the online job portal.
2. Research on recruitment trends and employment challenges has helped shape the platform's core functionalities.
3. Additionally, documentation on leading job portals such as LinkedIn, Naukri, and Glassdoor has provided a comparative perspective, ensuring the incorporation of best practices.
4. Agile development methodologies have guided the iterative design and testing process, ensuring optimal performance and user satisfaction.
5. Best practices in web security and data encryption have been instrumental in developing a secure and reliable system.
6. Furthermore, extensive literature on artificial intelligence in recruitment, machine learning algorithms for job recommendations, and scalability challenges in cloud-based job portals has informed the development of key features such as job matching, real-time analytics, and system optimization.
7. Studies on UI/UX design have also influenced the platform's interface, enhancing user engagement and accessibility.
8. This diverse body of knowledge has contributed significantly to building an efficient and user-friendly online job portal tailored for freshers and SMBs.