A Study on a Platform Providing Employment and. Further Education Reference for Fresh Graduates Majoring in Japanese

Yiheng Wang, Ping Yan[*]

City Institute,Dalian University of Technology, Dalian, 116102, China
[*]*Corresponding author: lunwentxzzh@163.com*

Abstract: *This paper focuses on the research of building a reference platform for fresh graduates majoring in Japanese to assist with employment and further education. Through an in-depth analysis of the current employment and further education situation for Japanese major graduates, the study identifies existing issues such as incomplete information acquisition and a lack of targeted guidance. The paper elaborates on the design approach, functional modules, and technical implementation of the platform, aiming to construct an integrated platform that combines employment information, further education resources, and personalized guidance. This comprehensive platform is intended to provide accurate and holistic reference services for Japanese fresh graduates, thereby enhancing their employment competitiveness and success rate in pursuing further education.*

Keywords: *Japanese; fresh graduates; employment; further education; reference platform*

Introduction

The employment market for Japanese language majors is relatively diverse. In their paper titled "Investigation and Reflection on the Employment Issues of Japanese Language Majors in Universities," scholars Wang Jinmeng and Li Nina analyze the employment landscape within the Japanese language profession as follows. Regarding the scope of employment, the job market for Japanese language majors is primarily concentrated in fields such as foreign trade, translation, education, tourism, and cultural exchange. The foreign trade industry requires a substantial number of professionals proficient in both Japanese and business knowledge to engage in export and import operations, business negotiations, and the signing of various commercial documents. The translation sector demands a large pool of talent highly skilled in Japanese for international conferences, business discussions, and literary translation. In the education industry, the gradual popularization of Japanese language teaching in primary and secondary schools, along with the establishment of various Japanese language training courses, has increased teaching opportunities for Japanese graduates. The tourism industry similarly requires tour guides and managerial personnel with Japanese language proficiency. Furthermore, in the process of cultural exchange between China and Japan, roles in planning, film and television translation, and anime translation are indispensable.

However, current fresh graduates majoring in Japanese face numerous challenges during the processes of employment and further education. Information acquisition channels are scattered, lacking a centralized and authoritative platform to integrate various relevant resources. There is also an absence of targeted guidance and planning, leaving students unclear about their own career development directions and making it difficult for them to make scientifically sound decisions. Therefore, constructing a dedicated platform that provides employment and further education reference for Japanese fresh graduates holds significant practical importance and urgency[1].

Scholar Ma Yingni points out in her paper titled "Teaching Reform and Practical Exploration of the 'Japanese + Interdisciplinary' Major in Vocational Undergraduate Education in the Digital Intelligence Era" that the reform of Japanese language teaching must align with the prevailing trends of the intelligent age, accelerate the integrated innovation of information technology and education, and promote the transformation of teaching models. Teachers should learn to utilize information-based teaching methods such as MOOCs, micro-lectures, and mobile learning apps to create diverse and content-rich networked teaching resources, thereby providing students with opportunities for learning anytime, anywhere, and on demand[2].

It is imperative to design and develop a platform with comprehensive functionality, user-friendly operation, and accurate information to provide all-around employment and further education reference

services for fresh graduates majoring in Japanese. By integrating various resources, the platform will offer personalized guidance and suggestions, helping students better understand market demands and further education trends. This will enable them to formulate reasonable career plans and further education strategies, thereby enhancing their employment competitiveness and success rate in pursuing further education.

From a theoretical perspective, this research not only enriches the academic achievements in the field of employment and further education guidance but also provides theoretical support and practical references for related platform development. On a practical level, it contributes to addressing the actual challenges encountered by fresh graduates majoring in Japanese during their employment and further education processes, promotes the rational flow and optimal allocation of talent, and fosters the healthy development of Japanese language education.

1. Analysis of the Employment Situation for Fresh Graduates Majoring in Japanese

1.1 Diversified Employment Sectors and Intense Competition

Graduates majoring in Japanese find employment opportunities across a broad spectrum of sectors, including Japanese enterprises, foreign trade, translation, education, tourism, and other related industries. However, with the continuous expansion of enrollment in Japanese language programs, competition in the job market has become increasingly intense. In her paper titled "Research on the Collaborative Development of Higher Vocational Undergraduate Education and Enterprises Driven by New Quality Productivity: A Case Study of Japanese Language Majors," published in March 2025, scholar Qu Jiaojiao points out that, from the perspective of the current state of Japanese language education development in China, several persistent issues remain. These include a relative scarcity of higher education resources in certain regions, a limited number of high-level vocational universities, an unreasonable structure in the disciplines and majors offered by higher education institutions, and insufficient cultivation of high-level talent. On the other hand, enterprises are imposing increasingly stringent requirements for Japanese language talent. They now demand not only a solid foundation in the Japanese language but also professional skills and knowledge relevant to specific industries, such as marketing, international trade, and computer science. However, influenced by market conditions, enterprises primarily focus on their own interests. Even when school-enterprise collaborations are established, enterprises may not invest significant cost or effort into the educational process. Consequently, students majoring in Japanese face limitations during practical training and often find it difficult to access the core business operations of these enterprises[3].

1.2 Limited Channels for Information Acquisition

Graduates primarily rely on traditional channels such as university career guidance centers, recruitment websites, and campus job fairs to obtain employment information. Although the information released by university career guidance centers carries a certain degree of authority, it is relatively limited in quantity and not updated in a timely manner. Information on recruitment websites is often voluminous and lacks specificity, requiring graduates to invest significant time and effort in sifting through it. Campus job fairs, meanwhile, are constrained by time and space, involve a limited number of participating companies, and cannot meet the diverse needs of graduates.

Graduates possess insufficient understanding of some emerging industries and positions and lack effective channels for acquiring relevant information. For instance, with the development of internet technology, the demand for Japanese language talent in emerging fields such as cross-border e-commerce and Japanese game development has been gradually increasing. However, many graduates know very little about the employment opportunities in these areas.

1.3 Weak Awareness of Career Planning

Scholar Zhu Haishu points out in her article "A Brief Discussion on the Career Choices of Japanese Language Major Graduates" that the employment mindset of Japanese language graduates in China is relatively narrow. Many students limit their job search to Japanese enterprises or diplomatic translation, which creates concentrated pressure in these sectors and is not conducive to achieving comprehensive employment for students[4].

On the other hand, some graduates lack a clear plan for their own career development and blindly

submit resumes, leading to low employment efficiency. Simultaneously, a portion of graduates adopts a passive attitude during the job search process, waiting for companies to recruit on campus rather than proactively seeking out suitable employment opportunities. This passive mindset also adversely affects their employment success rate.

2. Analysis of the Further Education Situation for Fresh Graduates Majoring in Japanese

2.1 Diversification of Further Education Options

The primary directions for further education among graduates majoring in Japanese include pursuing postgraduate studies domestically and studying abroad in Japan. Domestic postgraduate entrance examinations allow students to advance their studies in specialized fields such as Japanese Language and Literature, Translation, or Japanese Language Education, thereby enhancing their academic proficiency and professional competence. This path enables students to lay a solid foundation for their future career development. Studying abroad in Japan provides students with exposure to a more authentic Japanese language environment and access to cutting-edge academic resources, which fosters the development of their cross-cultural communication skills.

2.2 Complexity of Further Education Information

The further education process involves a substantial amount of information, such as university admissions policies, examination subjects, and application procedures. The postgraduate entrance examination policies and requirements vary among domestic universities. Students need to meticulously study the admissions brochures of each institution to understand the application requirements, examination subjects, and admission criteria. Furthermore, the postgraduate entrance examinations encompass subjects including political theory, English, foundational Japanese language courses, and specialized major courses. Students are required to arrange their review schedule reasonably and master effective study methods.

The application process for studying in Japan is even more complex, involving multiple stages such as the Japanese Language Proficiency Test (JLPT), the Examination for Japanese University Admission for International Students (EJU), and university entrance examinations. Students must prepare for the Japanese language tests in advance to meet the corresponding language proficiency requirements. Concurrently, they need to understand the admissions policies and application procedures of various Japanese universities and prepare the necessary application materials. Additionally, issues such as processing student visas and arranging accommodation require students to plan and resolve them ahead of time.

2.3 Fragmented Preparation Guidance

During the preparation process, graduates often lack systematic guidance and training, particularly for specialized examinations such as the Examination for Japanese University Admission for International Students (EJU) and the Japanese Language Proficiency Test (JLPT). Consequently, they find it difficult to grasp effective study methods and techniques. Many students can only prepare for these exams through self-study or by enrolling in informal training courses, making it hard to guarantee the effectiveness of their learning outcomes.

Furthermore, study materials for preparing for studies in Japan and domestic postgraduate entrance examinations are relatively fragmented and vary in quality within the domestic context. Students often feel confused when selecting preparation materials and are unsure how to choose resources suitable for themselves. Simultaneously, the lack of opportunities to communicate with students who have successfully pursued further education prevents them from acquiring valuable preparation experiences and insights, which also adversely affects the efficiency and quality of their exam preparation.

3. Analysis of the Necessity and Feasibility of Platform Construction

3.1 Necessity Analysis

In her article "Research on the Cultivation Path of Innovation Ability for Japanese Language Majors Based on Grounded Theory: From the Perspective of the 'New National Standard'," published in

February 2025, scholar Huang Jianna points out in her argument regarding teaching methodologies that the current instruction for Japanese language majors still predominantly relies on traditional teaching models, failing to leverage the distinctive features and roles of applied discipline education. To cultivate students' innovation capabilities during the teaching process, it is essential, firstly, to transform the teaching philosophy by advocating a "student-centered" approach and integrating innovative thinking throughout the entire educational process. This will bring about a fundamental change in student learning and ensure their autonomous study[5].

From the student's perspective, fresh graduates majoring in Japanese require substantial information and professional guidance during their employment and further education processes. They hope to obtain comprehensive job listings, detailed interpretations of further education policies, and personalized career planning advice from a single platform. However, relevant information on the current market is scattered across various websites, forums, and social media platforms. Students must invest significant time and effort in searching and collating this information, and the authenticity and accuracy of such information are often difficult to verify. In the research paper titled "An Investigation into the Learning Motivation of University Students Majoring in Non-English Foreign Languages: Examples of Russian, Japanese, and Spanish," a survey on personal development motivation conducted among 173 Japanese major students from a university directly under the Ministry of Education revealed that Japanese majors generally hold low expectations for their personal development. This indicates a need for a strong stimulant to alleviate students' anxieties regarding their future personal growth[6].

From the perspective of institutional needs, universities and colleges face issues such as limited resources and untimely information updates in their employment guidance and further education counseling work. Traditional methods of employment guidance and further education counseling are primarily delivered through formats like lectures and courses, which often struggle to meet the personalized needs of students. Constructing a dedicated platform can provide institutions with richer and more accurate employment and further education information, thereby enhancing the efficiency and quality of their employment guidance and further education counseling services.

From the perspective of social demand, with the deepening of economic and cultural exchanges between China and Japan, the demand for Japanese language professionals continues to increase. However, certain issues persist in the employment structure and quality of Japanese language professionals. Some students face employment difficulties or secure jobs of poor quality due to a lack of effective employment guidance and career planning. Constructing a platform for employment and further education reference can help society cultivate more Japanese language professionals who meet market demands, thereby promoting the development of economic and cultural exchanges between China and Japan.

3.2 Feasibility Analysis

With the continuous advancement of internet technology, constructing a comprehensive platform has become entirely feasible from a technical perspective. Currently, there are many mature technologies and tools available for platform development, such as database management systems, web development frameworks, and mobile application development technologies. Meanwhile, the application of technologies like cloud computing and big data also provides robust support for the platform's data storage, analysis, and processing.

The construction of the platform has garnered widespread attention and support from students, educational institutions, enterprises, and various sectors of society. Students hope to obtain more employment and further education information through the platform; educational institutions aim to utilize the platform to enhance the standard of their employment guidance and further education counseling services; enterprises seek to recruit more outstanding talent via the platform; and society hopes that the platform will contribute to the cultivation of Japanese language professionals and social development. Therefore, the construction of the platform possesses strong social feasibility.

4. Platform Operational Model

The platform establishes a comprehensive and detailed information collection system by consulting various Japanese-related enterprises about the circumstances of newly hired Japanese language professionals. It employs a variety of flexible and efficient methods, such as online questionnaires and offline interviews, to extensively gather information on enterprise recruitment needs. Beyond

recruitment requirements, the platform also focuses on acquiring information regarding corporate development trends, corporate culture, and training systems. By monitoring official corporate websites, social media accounts, and industry news reports, the platform keeps abreast of the latest corporate developments, including business expansions, project collaborations, and technological innovations. It delves deeply into corporate culture-from company values, missions, and visions to daily work environments and employee activities-thereby providing students with a comprehensive window to understand enterprises. Regarding corporate training systems, the platform gains detailed knowledge of training content, methods, duration, and promotion mechanisms. This allows students to clearly understand the growth and development opportunities available after joining an enterprise. Consequently, the platform offers students more comprehensive channels for understanding potential employers, assisting them in making employment choices that better align with their personal career development plans.

Furthermore, the platform incorporates a user-upload feature, which is a crucial measure to enhance the richness and timeliness of its information. Students are encouraged to actively upload their authentic experiences during job searches, interview insights, and received offer details. These first-hand materials hold significant reference value for other students. Enterprise professionals can share internal information such as the actual work environment, team atmosphere, and business operations of their companies, enabling students to gain a deeper understanding of the true nature of these enterprises. Instructors from academic institutions can upload professional content, including analyses of employment trends for Japanese language majors, guidance for further education, and updates on industry frontiers, thereby providing students with more authoritative and specialized guidance.

For information uploaded by users, the platform has established a strict and comprehensive review mechanism. The information is reviewed by professional and experienced platform administrators who possess extensive knowledge of the Japanese language industry and strong information discrimination skills. They evaluate the content from multiple dimensions, such as its authenticity, accuracy, and completeness. For information that raises doubts, administrators will verify it through various methods, such as contacting the provider for further confirmation or checking with relevant enterprises or institutions. Only information that passes the review can be displayed on the platform, ensuring that the information students access is reliable and useful. Simultaneously, to further enhance user participation, the platform offers certain rewards to users who provide high-quality information. The forms of reward are diverse, including points, badges, and honorary certificates.

The platform regularly conducts online career assessment activities to help students understand themselves and clarify their career directions. Before the assessment, the platform provides students with detailed explanations of its purpose, methodology, and important considerations through multiple channels. During the assessment process, the platform offers students comprehensive technical support and guidance. A dedicated technical consultation channel is established, allowing students to inquire about any technical issues encountered during the assessment-such as system lag or problems with submitting answers-at any time via online customer service or message boards. Technical staff promptly respond to and resolve these issues to ensure the smooth progression of the assessment. Simultaneously, for students who may have difficulties understanding the questions or the response format, the platform arranges for professional career planners to provide guidance, assisting students in better completing the assessment.

Upon completion of the assessment, the platform utilizes advanced data analysis technology and professional career planning models to generate a detailed career assessment report for the student. The report not only includes the student's scores across various assessment dimensions but also provides an in-depth analysis of their career interest types, professional competency strengths, and occupational personality traits. Integrating this analysis with the current job market conditions for Japanese language majors, the platform offers personalized career recommendations. These recommendations cover suitable career directions, potential career development paths, and the necessary abilities and skills requiring enhancement, thereby providing specific guidance to students in formulating their career plans.

As an integral part of the platform's development, the platform organizes online discussion activities to provide students with a space for communication and sharing. During these activities, students are encouraged to share their assessment results and career planning ideas. They engage in discussions centered on their interested career directions, exchanging insights into the strengths and weaknesses they discovered during the assessment process, and exploring how to adjust their career plans based on the assessment outcomes. Through this approach, the platform fosters an exchange of

ideas and experiences among students, enabling them to view career planning issues from different perspectives and broadening their horizons and thinking. Additionally, the platform invites guests such as career planning experts and corporate human resources specialists to participate in the discussion activities. These experts provide professional guidance and advice to students, address difficult questions encountered during the career planning process, and further enhance the quality and effectiveness of the activities.

5. Conclusion and Outlook

The platform for employment and further education reference for Japanese fresh graduates, constructed through the aforementioned methods, integrates functional modules such as employment information aggregation, further education guidance, a career assessment system, and a communication community. By adopting an operational model that combines online and offline activities, multi-party collaboration, and user feedback with continuous improvement, the platform is capable of providing Japanese fresh graduates with comprehensive, precise, and personalized services for employment and further education reference. The establishment of the platform addresses issues faced by students during their employment and further education processes, such as information asymmetry and a lack of effective guidance. It enhances students' employment competitiveness and success rate in pursuing further education, thereby receiving broad recognition and positive feedback from students, educational institutions, enterprises, and various sectors of society.

Through the research, certain achievements have been attained; however, there remain many aspects of the platform's construction and development that require improvement and refinement. In the future, the platform can further expand its functional modules-such as adding vocational training courses and providing entrepreneurship guidance services-to meet the diverse needs of students. It can strengthen cooperation with more enterprises and academic institutions to broaden information sources and service coverage. Furthermore, the platform can leverage new technologies like artificial intelligence and virtual reality to enhance its intelligent capabilities and user experience. Simultaneously, by continuously monitoring changes in the Japanese language employment market and further education policies, the platform can promptly adjust its content and services, thereby offering Japanese fresh graduates higher-quality and more efficient support.

Fund Projects

References

[1] WANG Jinmeng, LI Nina. Investigation and Reflection on Employment Issues of Japanese Majors in Universities. Ideological and Political Education Sub-Forum of the 2025 Higher Education Development Forum, 2025.
[2] MA Yingni. Teaching Reform and Practical Exploration of the 'Japanese + Interdisciplinary' Major in Vocational Undergraduate Education in the Digital Intelligence Era. China Journal of Multimedia & Network Teaching (Mid-Term Issue), 2025, (07): 22-25.
[3] QU Jiaojiao. Research on the Collaborative Development of Higher Vocational Undergraduate Education and Enterprises Driven by New Quality Productivity: A Case Study of Japanese Language Majors. Qin Zhi, 2025(3): 10-12.
[4] ZHU Haishu. A Brief Discussion on the Career Choices of Japanese Language Major Graduates. Modern Communication, 2014, (09): 204.
[5] HUANG Jianna. Research on the Cultivation Path of Innovation Ability for Japanese Language Majors Based on Grounded Theory: From the Perspective of the 'New National Standard'. Journal of Hanshan Normal University, 2025, 46(1): 102-108.
[6] LI Xiangdong, FENG Fan, HAN Tao, WANG Jinwei. An Investigation into the Learning Motivation of University Students Majoring in Non-English Foreign Languages: Examples of Russian, Japanese, and Spanish. Frontiers of Foreign Language Education Research, 2021, 4(2): 57-64, 91.