ENHANCING CAREER SUCCESS FOR COLLEGE STUDENTS THROUGH DIGITIZATION AND FUNCTION DEVELOPMENT

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Abstract

In Today's Increasingly Digitised World, Improving The Career Success Rate Of College Students Has Become A Significant Concern For National And Local Governments, Universities, And Educators. This Study Analysed 477 Articles From Universities And Research Institutions Worldwide Using Cites Pace Software To Investigate The Impact Of University Functions On The Successful Employment Of Digital Students. This Study Focuses On Influential Authors, Research Institutions, And Countries And Identifies Keywords Through Burst Detection. It Is Worth Noting That The Two Main Research Hotspots Are College Students And Education. The Study Emphasises That The Most Cited Countries/Regions Are China, The United States, Australia, And The United Kingdom. These Findings Indicate That The Theme Of This Study Has Become A Concern For Many Countries, Regions, And Researchers Worldwide. Their Research Provides Practical And Meaningful Insights And Recommendations For Universities To Develop More Effective Policies And Improve Student Career Success In Digitalisation. This Study Takes Digitalisation As The Background And Proposes That School Functions Play An Especially Significant Role In Promoting College Students To Achieve Career Achievement. It Also Proposes Relevant Policies For School Functions. After Analysing 477 Articles Worldwide, This Study Emphasises Integrating Digital Literacy Into University Functions To Prepare Students For Successful Employment Better. By Identifying Critical Research Hotspots And Influential Countries Such As China, The United States, Australia, And The United Kingdom, Universities Can Formulate Policies To Meet The Evolving Needs Of Digitalisation. This Study Emphasises The Importance Of Providing Students With The Skills And Knowledge They Need To Thrive In The Increasingly Digital Labour Market.

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1.Introduction

In The 21st Century, Improving The Career Success Rate Of College Students Has Become An Essential Topic In Various Countries, And Many Studies Have Been Conducted To Enrich The Academic Environment. The Crucial Issues Of This Study Are Stated As Follows:

In 2023, The Number Of Chinese Graduates Reached A Historic High Of Over 10 Million, Leading To Significant Issues Such As Unemployment And Declining Employability (Moe.Gov.Cn，2022). It Is Crucial To Rethink And Adjust Our Vocational Education And Training Methods In Order To Meet The Constantly Changing Demands Of The Labor Market. Proposed Methods And Strategies For Rethinking Education And Training, Including Redefining Educational Goals To Meet Industry Needs, Reforming Educational Content To Incorporate Emerging Technologies And Trends, And Innovating Teaching Methods To Promote Active Learning And Practical Application Of Knowledge. By Implementing These Strategies, Vocational Students Can Better Prepare For Future Employment Opportunities（Rongmin& Fah2024).

In The Era Of Continuous Digitalization, Some Scholars Propose To Use The Big Data Platform On The Internet To Reform The Education System, Encourage Diversified Career Paths, And Establish Close Ties Between Academia And Industry (Mouratidou, 2020).

Digitalization Is Spreading Across Our Current Society And Is A Major Source Of The Changes - Incremental And Also Radical - Encountered In Daily Life. It Changes The Content Of Jobs: Some Jobs Are No Longer Needed, And New Jobs Are Also Needed. Digitalization In Universities Has Several Implications - In Teaching, Research, And In Administration. The Opportunities Provided By Digitalization Are Manifold (Jaakkola & Et Al,2016). Through Literature Review, This Study Aims To Use Cite Space To Analyze Past Literature, Understand The Global Research Landscape, And Promote The Development Of New Knowledge. In The Digital Age, Cultivating Students' Innovation And Interdisciplinary Thinking, Providing Practical Opportunities, Helping Students Adapt To The Constantly Changing Work Environment, Meet Market Demands, And Maintain Competitiveness. Future Research Should Focus More On How Universities Integrate Digital Technology To Promote The Development Of Practical Skills Among Students And Achieve The Goal Of Successful Employment In The Digital Environment.

2.Literature Review

Governments Worldwide, Including The Uk, Have Identified Digital Education, Particularly Vocational Education, As A Critical Driver For Modernization (Zhang, 2021). This Recognition Highlights The Importance Of Integrating Digital Technology In Vocational Education To Meet The Demands Of The Modern Workforce (Jia & Huang, 2023). It Indicates That Integrating Information Technology And Teaching In Educational Reform Is A Crucial Aspect (Yong Et Al., 2010).

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Digital Transformation Is A Necessary Path For Educational Transformation. As A Pioneer In The Digital Transformation Of Higher Education, The Uk Has Accumulated Rich Practical Experience. Related Studies Have Shown That The Development Of The Digital Economy, The Consolidation Of The Status Of A "Technological Superpower", And The Promotion Of The Epidemic Are The Main Driving Forces Behind The Digital Transformation Of Education In The Uk. During Its Implementation, It Also Exposed A Series Of Problems, Such As Insufficient Leadership In Universities, Uneven Investment In Infrastructure, And Digital Poverty (Wang & Cui, 2024).

At The Same Time, Artificial Intelligence Will Destroy Some Professions And Jobs And Create New Jobs And Opportunities. Based On This, The Employment Guidance For British Universities Focuses On Meeting The Needs Of Students, Refining The Mentorship System, And Improving Students' Employability, Relying On Extensive Off-Campus Support (Yang, 2020). Starting From The Campus Mentor System, Universities In The Uk And The Us Emphasize Improving The Quality Of The Mentor Team And Refining The Mentor System According To Student Needs. These Experiences Provide A Reference For The Reform Of Employment Guidance In Chinese Universities (Sun, 2024).

In The United States, The Political, Business, And Educational Circles In The United States Are All Discussing A Familiar Topic: Every Child In The Country Who Wants To Become A Qualified Citizen, Worker, Or Leader Requires Knowledge And Skills From The 21st Century (Zhang, 2024). As Is Well Known, Employment Guidance Originated In The United States. It Was First Manifested In The Trait Factor Theory Proposed By Frank Parsons, The "Father Of Career Guidance" In The United States. For A Prolonged Period, Employment Guidance Work Has Evolved From A Temporary Behaviour Of Employment Placement To A Career Activity Focusing On Long-Term Development. Relevant Research Has Become More Systematic And Scientific, And The Practice Of Employment Guidance Work Has Become More Organized And Standardized (Wang, 2024).

Most Universities In The United States Have Institutions Dedicated To Providing Employment Guidance Services For Students, Which Are Directly Managed By The Vice President In Charge Of Student Affairs And Are One Of The Most Essential Departments In Student Affairs Management (Min, 2018). Building Online Resources And Providing Employment Guidance Are Crucial Aspects That American Universities Attach Significant Importance To, And The Construction Of Their Website Platforms Is Comprehensive. The Website Of Carnegie Mellon University Career Development Center (Cpdc) Highlights The Visual Effect Of Interface Design And Integrates Website Content Into Eight Dimensions Of Primary Columns And More Detailed Secondary Columns. At The Same Time, The Information Published Is Also Practical And Timely (Wang, 2024).

Yang (2020) Pointed Out That Employment Guidance In American Universities Has Diversified Funding Sources And Advanced Infrastructure, Combined With Independent Training And Social Introduction To Create A Professional Guidance Team. American Scholar Frank Parsons Believes That "Job Matching" Is The Goal Of Employment Guidance, And Innovation And Entrepreneurship Education Is Carried Out Earlier In Western Countries. In The Mid-20th

Century, The United States Began Relevant Curriculum Design, While Japan And India Were The Earlier Countries To Carry Out Innovation And Entrepreneurship Education. The United States Is The Most Mature Country For Innovation And Entrepreneurship Education Abroad. The Innovation And Entrepreneurship Education System In The United States Spans All Stages Of Secondary Education To Doctoral Education And Emphasizes The Cultivation Of Innovation And Entrepreneurship Education Teachers. Many Universities Have Training Mechanisms For Innovation And Entrepreneurship Education Teachers（Zhao Et Al., 2022）. These Are All Manifestations Of Schools Fulfilling Their Functions.

In Australia, The Emerging Gap Between The Attributes Of Graduates And Industry Requirements Refers Not Only To The Need For More Job Preparation Among Students But Also Their General Skills. Universities Increasingly Realize The Need To Cultivate Vital Technical And General Skills (Zhang, 2022). Regarding Digital Skills Education And Training, Australia's Vocational Education Focuses On The Ability-Oriented Concept And Enhances The High-Quality Development Momentum Of Vocational Education Through Digital Technology. Digital Application And Implementation Assistance Have Been Carried Out In The Employment Of College Students, And Universities Have Achieved Their Vocational Training Goals In The Digital Age (Wei, 2024). Australia Has Invested Heavily In Digital Education And Training In Digital Skills Through A Package Of Employment Programs For College Students, Funding Multiple Advanced Apprenticeship Program Tests, And Developing Digital Skills. In Western Countries With Complete Vocational And Technical Education Systems, Such As Australia, The Proportion Of Digital-Intensive Jobs Has Reached A Prominent Level, Guiding Research Institutions, Universities, And Enterprises To Develop Digital Education Resources (Liu & Gou, 2024) The Graduate Employment Rate And Self-Reported Employability Are Increasingly Becoming Features Of Higher Education Funding Measures.

The Concept Of Employability Has Become A Central Focus Of Many Countries' Strategies For Equipping Students For The Job Market. Responses To This Concept Can Vary Significantly Between Different Countries And Universities, Depending On Their Historical, Political, And Economic Contexts. This Study Delves Into The Value That Graduates Assign To Various Embedded, Extracurricular, And Curriculum-Related Learning Activities, As Well As Paid Work, And Evaluates This (Tran Et Al., 2020). Moreover, These Initiatives Enhance Students' Technical Abilities And Foster Their Problem-Solving And Critical-Thinking Skills, Which Are Vital For Success In The Digital Era (Smith & Johnson, 2020). Meanwhile, The "Digitalization+" Employment Ecosystem Presents Some New Features, Such As The Continuous Expansion Of Jobs, More Efficient Allocation Of Labour Resources, The Emergence Of New Mechanisms Of Digital Organisation, The Expansion Of Labour Market Radius, And The Logical Changes Of The Employment Behaviour (Ren,2022). Building On This, In The New Era, Higher Education Institutions Can Further Advance The High-Quality Development And Digital Transformation Of Vocational Education By Strategically Planning A Digital Transformation Roadmap, Steadily Promoting Digital Transformation, And Upgrading And Accelerating The Construction Of Digital Transformation Scenarios (Wei, 2024).

In Summary, The Literature Review Section Describes The Crucial Role That University Functions Play In Promoting The Achievement Of Career Goals For College Students In The Digital Age. It Also Emphasises That University Education Should Adapt To The Development Of The Times And Market Demands. By Utilising Digitalisation, Optimising University Functions, And Improving Students' Ability To Adapt To The Development Of The Times And Employment, It Is Important To Ensure That University Education Meets The Demands Of The Market.

3.Research Methodology

This Study Focuses On How The Functions Of Schools, Including The School Policies And Practical Platforms Provided By Schools, Can Help College Students Achieve Their Career Goals In The Digital Age. This Article Conducts A Bibliometric Analysis Of 477 Related Studies, Exploring How Schools Can Improve And Optimize Their Functions, Enhance College Students' Employability, And Achieve Their Career Goals. The Search Criteria Include Keywords Related To The Digital Age, University Functions, And Career Goals Of College Students.

The Search Strategy Was Meticulously Crafted, Employing Keywords Like 'Internet+,' ' Student Career,' ' College Student Employment,' ' University,' ' Employment Anxiety,' ' Employment Guidance,' ' Employment Model,' 'Self-Employment,' And 'Internet Addiction.' This Comprehensive Search Yielded 1260 Articles, Of Which 477 Peer-Reviewed Journal Articles And Reviews Were Meticulously Selected For Analysis. The Research Time Limit Spanned From September 2017 To September 2023, Focusing On International Faculty Members In Higher Education, Ensuring The Inclusion Of The Most Relevant And Up-To-Date Research In The Field While Excluding Non-Peer-Reviewed Sources Such As Meetings, Editorials, Books, And Commercial Publications.

Table 1: Summary Of Data Source And Parameters

Data source	Scopus
Searching Period	September 2017 – September 2023
Research Keywords	"Internet+" (subject) AND "student career" (all fields) OR "college students employment" (all fields) AND "university" (all fields) AND "employment anxiety "(should – search within the subject) AND "employment guidance" (should – search within the subject) AND employment model (exclude – search within the subject) AND "self employment "(exclude – search within the subject) AND Internet addiction (exclude – search within the subject)
Document Type	Article Review
Language	English
Sample Records	477

Source: Compiled By The Author

The Dataset For Analysis Includes Essential Bibliographic Elements Such As Titles, Authors, Abstracts, Keywords, And Citations For Each Literature. Utilizing Cites Pace Software,

Comprehensive Analysis Is Conducted, Including Clustering, Co-Occurrence, And Other Tasks On National Institutional Maps, Tracking Citation Co-Occurrence, Generating Co-Word Map Keywords, And Creating Explosive Graphs Of Keyword Trends.

A New Project Titled "Enhancing Career Success For College Students Through Digitization And Function Development" Was Created With Data Input In Plain Text Format, Including Complete Records And Citations. Analysis Parameters Have Been Established, Such As Time Slicing (September 2017 To September 23, 1-Year Slicing), Terminology Sources (Title, Abstract, Author Keywords, And Keyword Addition), Node Types (Author, Institution, Country, Keyword, Category, Reference Citation, Cited Author, And Cited Journal), Selection Criteria (Top 10%), Pruning (Pathfinder And Pruning Of Merged Networks), And Visualization (Static And Displaying Merged Networks In Cluster Views).

The Internet's Vast Resources Are Harnessed To Identify Authors, Institutions, And Countries, As Well As Top Keywords. By Calculating The Frequency Of Using Keywords In Journal Articles, We Bring To Light The Research Hotspots And Innovative Areas Of The Impact Of Universities On The Employment Of College Students In The Digital Era. Specific Keywords Are Added To Evaluate The Situation In This Academic Field And Determine The Latest Research Trends. Finally, The Visualized Knowledge Graph Is Adjusted Through The Control Panel To Present Clear Corresponding Results.
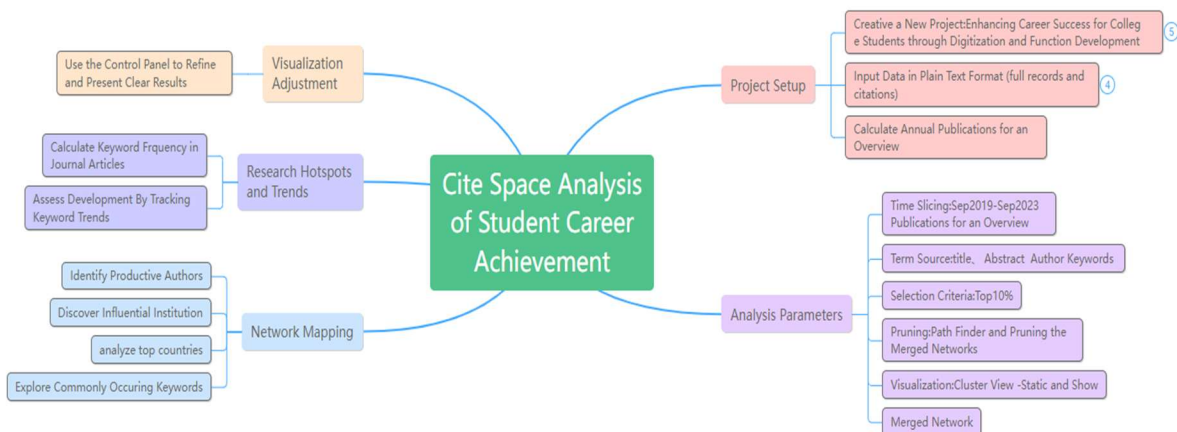

Figure 1 Research Design
Source: Author's Own Compilation

Figure 1 Shows How Cite Space Data Analysis Is Used To Create A Mind Map For Research Topics, With Each Branch Briefly Demonstrating The Research. Building Upon Figure 1, Visualizing Research Topics Through Cite Space Data Analysis Can Also Reveal Emerging Trends And Critical Connections Between Different Branches, Helping Researchers Identify Beneficial Areas For Further Exploration. This Innovative Approach Enhances The Efficiency

And Effectiveness Of Academic Inquiry, Guiding Scholars Towards New Insights And Collaborative Relationships.

4.Results

Figure 2 Illustrates The Annual Number Of Publications In The Field Of College Students' Employment In The Era Of Internet+. The Bar Chart Clearly Shows An Increasing Trend In The Number Of Relevant Literatures From 2017 To 2023, Peaking In 2022.
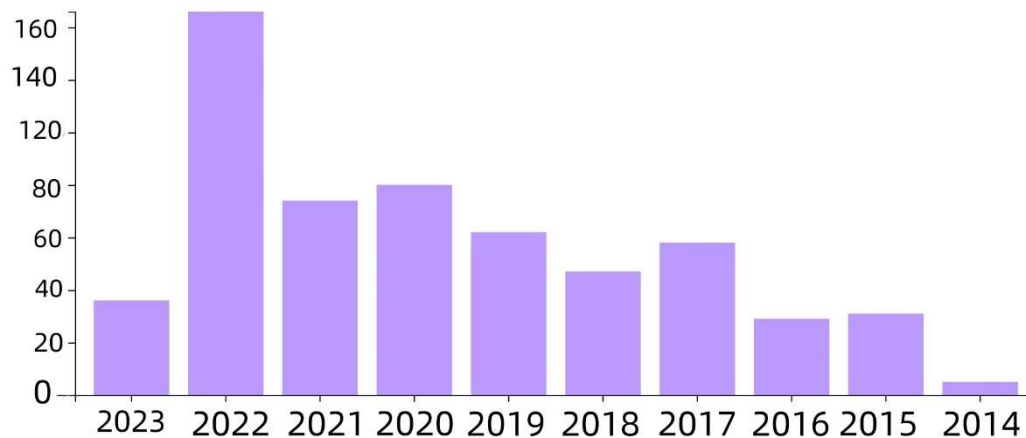

Figure 2 Publication Quantity Of Digitization-Related Materials Among University Students

Source: Author's Compilation From Wos

Table 2 Shows The Annual Publication Quantity Of Digitization-Related Materials Among University Students. In 2023, The Focus Shifted Towards Integrating Digitization Into Career Guidance For University Students, Aiming To Enhance Job-Matching Accuracy And Reduce Unemployment Rates. Researchers Explored The Potential Benefits And Challenges Of Digitization Applications In The Employment Field (Smith & Wang, 2023).

Table 2: The Number Of Magazines On This Topic Increased Annually From 2017 To 2020

No.	Year	Number of Publications
1	2017	57
2	2018	47
3	2019	51
4	2020	72
5	2021	66
6	2022	159
7	2023	27

Source: Compiled By The Author From Wos

From 2017 To 2020, The Number Of Magazines On This Topic Increased Annually, Reflecting The Growing Importance Of This Field In Academia And Industry. In 2022, The Number Of Magazines Surged Significantly To 159. This Rapid Growth May Indicate A Sudden Widespread Interest In This Topic In Academia Or Industry, Due To New Research Areas, Technological Breakthroughs, Or Policy Changes. In 2023, The Number Of Magazines Sharply Dropped To 27, A Significant Decrease Compared To The Previous Year. This Steep Decline May Suggest A Sudden Reduction In Research Interest In This Topic In Academia Or Industry Due To Research Saturation, The Rise Of Emerging Fields, Or Other Factors.

Thus, This Data Set Illustrates Significant Fluctuations In The Publication Numbers Of "Enhancing Career Success For College Students Through Digitization And Function Development" Over Different Years, Reflecting The Changes In Research Interest And Attention To This Topic At Various Periods. However, Many Universities Or Institutions Have Researched This Topic, Highlighting The Significance Attached To It By Researchers.

Distribution And Characteristics Of Research Institutions

Figure 3 Illustrates That From 2017 To 2023, In The Context Of The Internet+ Big Data Environment, Numerous Scholars Have Conducted Research On The Employment Of College Students. Notably, Several Institutions Show Exceptional Productivity, Defined As Individuals Who Have Garnered Four Or More Citations In College Student Employment. A Survey Focusing On College Student Employment Reveals Collaboration Among Researchers From Eight Prestigious Institutions, All Universities. These Universities Have Significantly Advanced Our Understanding Of This Topic More Comprehensively And Scientifically. Particularly Noteworthy Is The Predominant Contribution From Universities In The Uk And The Us. Globally, Within The Internet+ Big Data Environment, College Student Employment Has Emerged As A Significant Social Concern, Attracting The Attention Of Various Countries And Universities. A Detailed Examination Of The Publication Timeline Indicates A Notable Surge In Research Activities Between 2022 And 2023, Representing A Critical Phase Of Academic Exploration In College Student Employment. During This Period, American Universities Have Contributed Substantially

And Played An Essential Role In Advancing Research In This Field. The Findings In Figure 3 Summarise The Centre On College Student Employment, Highlighting Collaborative Efforts And Temporal Research Aspects That Have Enriched The Discourse On The Influence Of Universities On College Student Employment Within The Era Of Digitization.
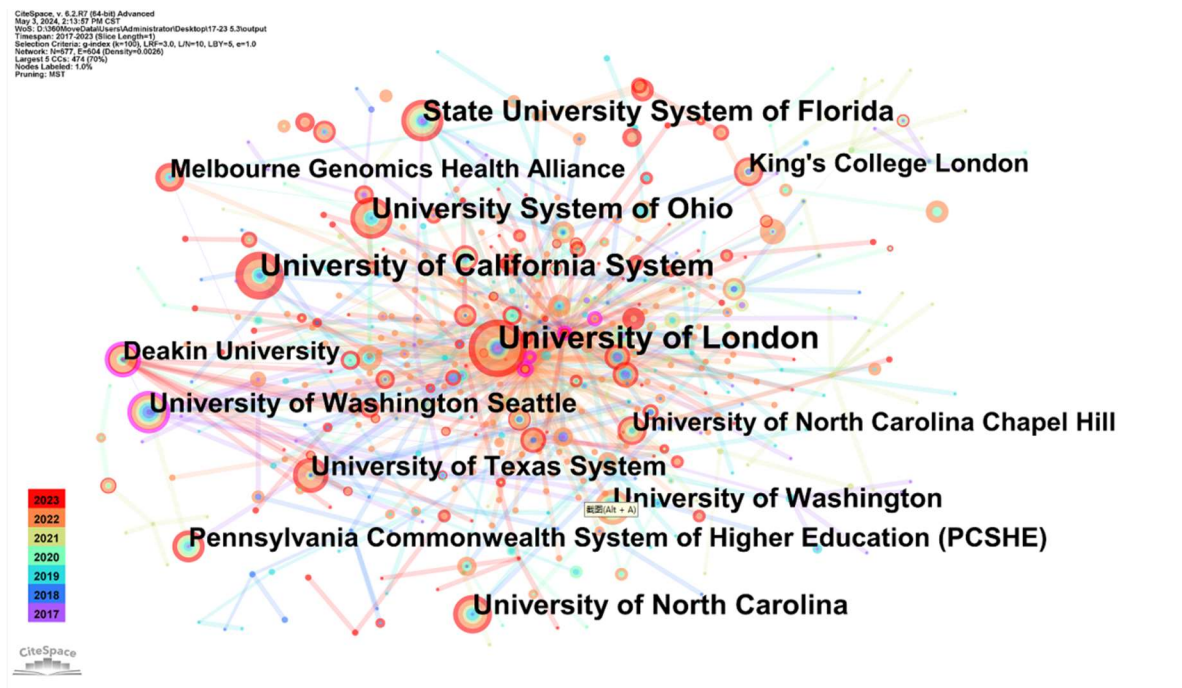
Figure 3: Institution Distribution Map Of Publications On International Faculty
Source: Compiled By The Author From Wos

From 2017 To 2023, Numerous Scholars Have Researched College Student Employment In The Digitization Environment. Notably, Several Institutions Have Shown Exceptional Productivity In This Field. A Survey Reveals Collaboration Among Researchers From Eight Prestigious Universities, Particularly In The Uk And The Us. This Global Attention Highlights The Significance Of College Student Employment As A Social Concern. Between 2022 And 2023, There Was A Surge In Research Activities, With American Universities Playing A Pivotal Role. Figure 3 Provides A Detailed Examination Of Collaborative Efforts And Temporal Research Aspects, Enriching The Discourse On The Influence Of Universities On College Student Employment In The Era Of Internet+ Digitization.

Table 3 Provides A Comprehensive Classification Of The Top Eight Productive Institutions. It Demonstrates That Universities Such As The University Of London, The University Of California System, And The State University System Of Florida Dominate Research Topics Related To This Project.

Table 3: Top 8 Productive Institutions (Frequency ≥ 11)

No.	Frequency	Centrality	Year	Institutions
1	18	0.03	2017	University of London
2	15	0.05	2018	University of California System
3	13	0.05	2017	State University System of Florida
4	13	0	2018	University System of Ohio
5	12	0	2018	University of North Carolina
6	11	0.24	2017	University of Washington Seattle
7	11	0.03	2018	University of Texas System
8	11	0	2017	University of Washington

Source: Author's Compilation From The Wos

Table 3 Findings Indicate That The Co-Occurrence Frequency Of The Functional Roles Of These Universities In Successful Employment In Digitization Indicates Their Performance In Relevant Fields. A Higher Frequency May Suggest That These Universities Have A Strong Influence And Professional Strength In The Field. However, These Data Only Reflect The Co-Occurrence Frequency Within This Specific Field And Cannot Comprehensively Assess A University's Overall Strength Or Reputation In Promoting Successful Student Employment. With Digitization, Successful Employment Requires Considering Multiple Factors Comprehensively, Including Teaching Quality, Research Level, And Student Support. This Data Can Serve As A Reference Indicator But Need To Be More Comprehensive To Fully Demonstrate A University's Performance In Promoting Successful Employment In The Digitization.

Distribution Of Major Countries And Regions
The Following Study Examines The Role Of Colleges And Universities In Employing College Students Within Internet+. A Visual Map Of The Country Is Created Using Pruning Parameters, Particularly Utilizing The Pathfinder Method To Trim The Combined Network. Following The Software Run, The Network Comprises 100 Nodes Representing Different Countries And 132 Links Connecting These Countries.
 The Network's Density Is Calculated At 0.0267, As Depicted In Figure 4. Subsequent Network Analysis Delves Into Investigating The Role Of Colleges And Universities In College Student Employment Within The Internet+ Context. The 100 Nodes Denote The Countries Participating In This Study, With The Number Of Links Indicating Collaboration Levels And Information

Exchange Among These Countries. A Density Value Of 0.0267 Suggests That The Network Is Moderately Dense, Implying That While Cooperation Is Prevalent, There Remains Potential For Further Exploration Of Connections And Opportunities For Cross-Border Collaboration. In The National Co-Occurrence Network, 100 Countries And Regions Are Identified, With More Than Ten Publications From 13 Countries Underscoring Their Significant Role In International Research. China Leads With 166 Publications, Followed By The United States With 161. Australia Ranks Third With 43 Publications, Trailed By The Uk With 32 Publications And South Korea With 23 Publications. Notably, Canada And Spain Contribute 19 And 13 Publications, Respectively, While Arab Countries Collectively Offer 13 Publications. Pakistan, Germany, Former Yugoslavia, And Mexico Also Make Notable Contributions With 11, 11, 10, And 10 Publications, Respectively, Displaying Their Substantial Involvement In This Research Endeavour.
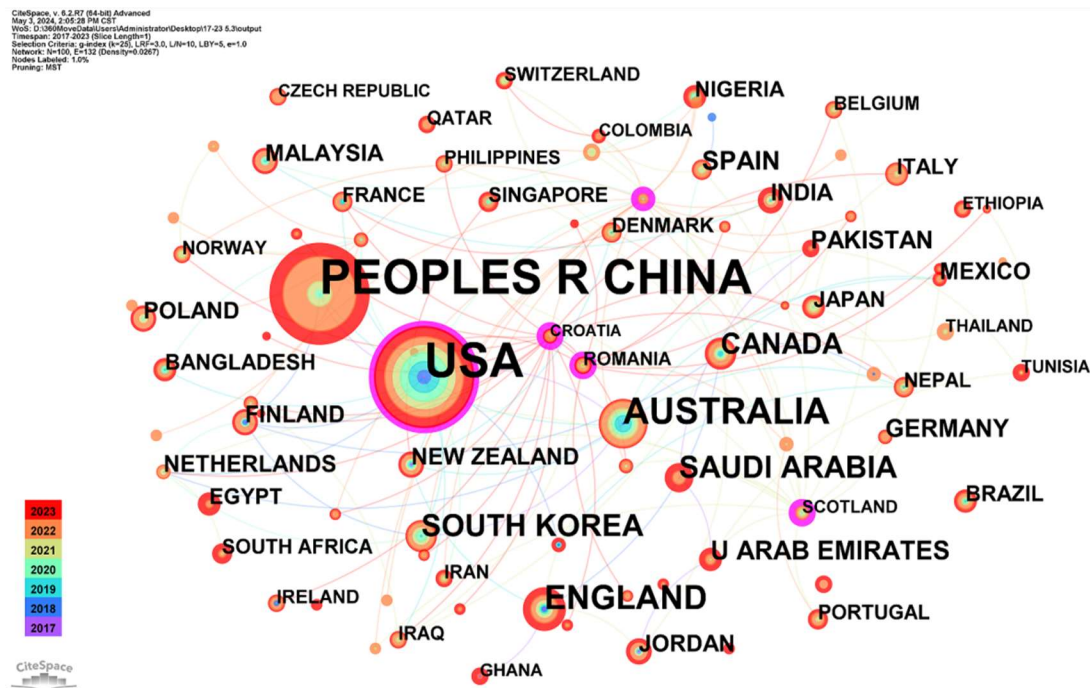
Figure 4: Distribution Map Of Publications By Country/Region, Circled
Source: Authour's Compilation From Wos

The Circle's Size Symbolises The Publication Frequency, With The Connections Between Nodes Indicating Co-Appearance In The Same Literature.
Figure 4 Shows That Universities Play A Crucial Role In The Employment Of College Students In The Digitization Environment. Network Analysis Reveals The Level Of Collaboration And Information Exchange Between Countries, Indicating The Potential For Further Exploration Of Connectivity And Cross-Border Cooperation Opportunities. Furthermore, The National Co-Occurrence Network Identifies Each Country's Essential Roles In International Research. China

And The United States Lead In The Number Of Publications, Demonstrating Their Strong Presence In Global Research On This Topic. Following Them Are Australia, The United Kingdom, And South Korea. Additionally, Canada, Spain, Arab Countries, Pakistan, Germany, Former Yugoslavia, And Mexico Have Significantly Contributed To This Research, Highlighting Their Essential Participation And Contributions. This Study Emphasises The Crucial Role Of Universities In The Employment Of College Students In The Digitization Environment.

Table 4: Top 13 Regions/Countries In The Research On The Role Of Colleges And Universities In Student Employment.

No.	Frequency	Centrality	Year	Country&Region
1	166	0	2017	PEOPLES R CHINA
2	161	0.2	2017	USA
3	43	0.04	2017	AUSTRALIA
4	32	0.05	2017	ENGLAND
5	23	0	2017	SOUTH KOREA
6	21	0.01	2017	SAUDI ARABIA
7	19	0.03	2018	CANADA
8	13	0.04	2018	SPAIN
9	13	0.02	2017	U ARAB EMIRATES
10	11	0.04	2017	PAKISTAN
11	11	0	2017	GERMANY
12	10	0.08	2018	NETHERLANDS
13	10	0.01	2019	MEXICO

Source: Author's Compilation From Wos

The Co-Occurrence Frequencies Provide Insights, Indicating That These Countries Are Highly Interested In The Relationship Between The Functions Of Higher Education Institutions In Digitization And The Successful Employment Of University Students And Are Actively Researching And Discussing This Field. In This Digitization, The Issue Of University Student Employment Has Become More Complex And Vital, So The Attention Of Various Countries To This Topic Is Also Increasing.

The Co-Occurrence Frequency In China Is 166, Ranking First Among All Countries. This Reflects The Active Research And Practice In Higher Education In China, Which Is Committed To Improving Students' Employability And Promoting Their Career Goals In The Digital Age. The 161 Co-Occurrence Frequencies In The United States Rank Second, Indicating That The United States Has Also Conducted Much Research And Discussion In This Field. The Co-Occurrence Frequency Of Countries Such As Australia, The United Kingdom, South Korea, And Saudi Arabia, Which Are Closely Followed, Is Slightly Lower Than That Of China And The United States. However, This Also Indicates That These Countries Are Paying Attention To This Field And

Conducting Research. These Data Have Particular Reference Values For Research In Other Countries.

Keyword Distribution Of Publications

Using Cite Space For Keyword Co-Occurrence Analysis And Word Frequency And Centrality Statistics, Node Size Represents Word Frequency Size, And Line Segments Represent The Connections Between Keywords (He, Zhao & Zhang, 2024). By Focusing On 477 Articles From The Wos Core Database For Keyword Extraction And Analysis, Synonymous Keyword Nodes Were Merged With A Minimum Period Of 2 Years, A State Transition Value Of 0.5, And A State Difference Ratio Of 2. The Top 25 Keywords With The Highest Highlighting Intensity Were Identified, Showing Their Time Distribution From 2017 To 2023 In Figure 6. The Network Of The Top 11 Highlighted Keywords During This Period Is Displayed In Figure 5, Where The Font Size Reflects The Highlight Intensity, And The Node Circle Size Represents The Word Frequency. Noteworthy Keywords With Intensity Exceeding 2 Include "University Students" (3.04), "Young Adults" (2.25), "Unemployment" (2.08), And "Transition" (2.03). The Keyword "University Students" Plays A Significant Role In Research On The Impact Of Colleges And Universities On Students' Employment In Digitization, With An Intensity Exceeding 2. This Study Delves Into Various Aspects Of College Students Globally, Making "University Students" A Highly Prominent Keyword. For Instance, A Search For "University Students (2018-2019)" In Wos Yields 324,214 Related Articles, Highlighting The Keyword's High Intensity.

Figure 5: Top 11 Keywords Network (From 2017 To 2023)

Source: From The Wos

Table 5：Top 11 Keywords Frequency (From 2017 To 2023)

No.	Frequency	Centrality	Year	keywords
1	49	0.2	2017	students
2	43	0.14	2017	education
3	40	0.06	2017	college students
4	31	0.06	2018	mental health
5	28	0.16	2017	health
6	27	0.09	2017	employment
7	27	0.04	2019	impact
8	23	0.04	2019	prevalence
9	21	0.1	2017	depression
10	18	0.13	2017	adolescents
11	18	0.05	2019	higher education

Source: Auhtor's Compilation From Wos

Based On Table 5, We Can Conclude: Keywords Such As "Mental Health," "Depression," And "Prevalence" Indicate The Prevalence And Impact Of Mental Health Issues Among College Students. They Suggest That College Students Face Challenges In Dealing With Stress, Anxiety, And Depression. Keywords Like "Education," "College Students," "Employment," And "Impact" Imply The Connection Between Education And Employment. This Signifies The Challenges College Students Face In The Job Market And The Influence Of Education On Employment. Keywords "Higher Education" And "Mental Health" Point Towards The Impact Of Higher Education On College Students' Mental Health And The Role Of Educational Institutions In Providing Mental Health Support.

Keywords	Year	Strength	Begin	End	2017 - 2023
University Students	2018	3.04	2018	2019	
Young Adults	2018	2.25	2018	2021	
Unemployment	2019	2.08	2019	2020	
Transition	2019	2.03	2019	2021	
Substance Use	2018	1.97	2018	2020	
College Students	2021	1.97	2021	2023	

Skills	2020 1.82	2020 2021
United States	2020 1.82	2020 2021
Intentions	2020 1.82	2020 2021
Attitudes	2017 1.75	2017 2018
Workforce	2017 1.58	2017 2018
Professional Development	2018 1.58	2018 2019
Management	2021 1.41	2021 2023
Alcohol Use	2017 1.36	2017 2018
Meta-Analysis	2017 1.34	2020 2021
Covid 19	2021 1.12	2021 2023
Inscurity	2021 1.12	2021 2023

Figure 6：Top 17 Keywords With The Strongest Citation Bursts (From 2017 To 2023)
Source: Author's Compilation From Wos

Some Of These Keywords Relate To Themes Such As College Students, Young Adults, And Career Development, Which May Indicate Important Social Issues And Research Focuses. Some Of The Problems May Cover The Following:

Transition Issues For College Students And In The Workplace: The Keywords Involving College Students, Career Development, Skills, And Attitudes Imply The Challenges And Needs That College Students Face During The Transition To The Workplace. Unemployment And Job Uncertainty: Keywords Such As Unemployment, Career Development, Skills, Etc., May Reflect The Employment Pressure And Uncertainty Faced By Young People, Especially During Times Of Crisis.

Keywords Including "Substance Use And Alcohol Use" May Point To The Problems Young People May Face When Dealing With Stress And Anxiety. Keywords Like "Attitude And Intention" Indicate Researchers' Focus On The Motivations Behind Young People's Behaviours And Decisions. Overall, These Keywords' Research Areas And Issues Involve Young People's Educational, Career Development, And Mental Health Challenges And Opportunities. These Issues Are Significant For Policymaking, Educational Reform, And The Development Of Social Support Systems.

Collaboration Network
The Cooperative Network Diagram In Figure 7 Illustrates 868 Nodes And 635 Edges, Representing 868 Authors And 635 Collaborative Relationships. Node And Font Size Positively Correlate With Authors' Activity Levels And Publication Outputs. Edges Represent Collaborative

Relationships Among Authors. By Observing The Node Size, Node Ring, Edges, And Edge Thickness, One Can Visually Assess Each Author's Total Publication Output, Annual Publication Rate, And The Strength Of Their Collaborative Relationships. The Overall Network Structure Appears Dispersed, With Minimal Connections Among Authors. The Presence Of Limited, Simple, Closed, Or Linear Structures Makes It Challenging To Form Complex Network Patterns. Most Authors Are Engaged In Independent Research, And The Academic Community Has Yet To Establish A Formal Research Cooperation Mechanism.
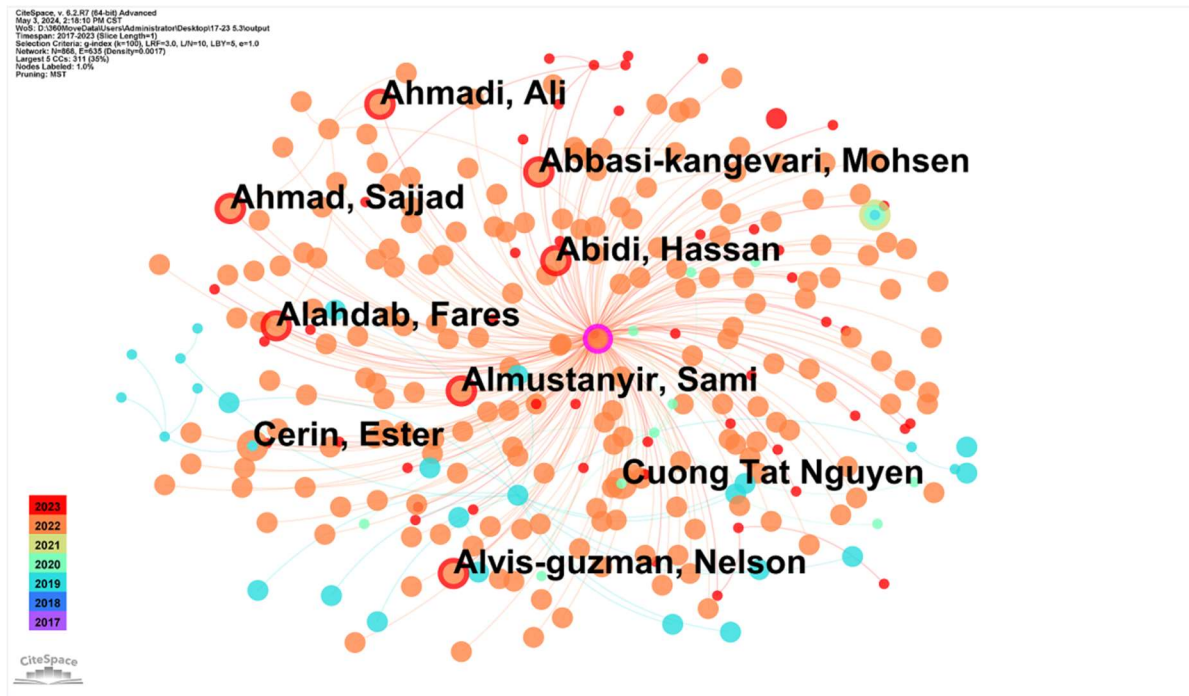
Figure 6: Co-Authorship Network
Source: Author's Compilation From The Wos

Table6: Top 10 Productive Authors (Frequency ⩾ 3)
Source: From The Wos

No.	Frequency	Year	Author
1	3	2022	Alahdab, Fares
2	3	2022	Abbasi-kangevari, Mohsen
3	3	2022	Almustanyir, Sami
4	3	2022	Ahmadi, Ali
5	3	2022	Ahmad, Sajjad
6	3	2022	Abidi, Hassan
7	3	2022	Alvis-guzman, Nelson
8	3	2019	Cerin, Ester
9	3	2020	Cuong Tat Nguyen
10	3	2019	Berner, Maureen

Among The Top Ten Most Productive Authors In Terms Of The Number Of Published Papers Or Citations In The Subject And Field Of This Study. These Authors Have Produced A Large Amount Of Research Output In This Field And Significantly Contributed To Its Development. Understanding These Productive Authors Can Help Us Better Understand The Trends And Main Research Directions Of The Development Of University Functions In Promoting The Employment Of College Students In Digitization.

Table 7 Methods And Conclusion

No.	Method	Results	Findings
1	The Annual Number Of Publications.	477	An Increasing Trend In The Number Of Relevant Literature From 2017 To 2023, Peaking In 2022.
2	Institution Distribution Map	Top Eight Productive Institutions	These Institutions Dominate Research Topics Related To This Project
3	Distribution Map Of Publications	The Top 13 Regions/Countries In The Research On The Role Of Colleges And Universities In Student Employment	China Is Actively Contributing To Research Results, Influence, And Inter-Connectivity, With Potential For Further Improvement Within The Collaborative Network

4	Keywords Network (From 2017 To 2023)	Top 11 Highlighted Keywords During This Period	This Study Delves Into Various Aspects Of College Students Globally, Making "University Students" A Highly Prominent Keyword
5	Collaboration Network	Top 10 Productive Authors	Most Authors Are Engaged In Independent Research, And The Academic Community Has Yet To Establish A Formal Research Cooperation Mechanism.

Source: Self-Compilation By The Author

By Summarising The Usage Methods Of Cite Space And Its Conclusions, We Can Derive That In The Realm Of Digital Advancement, Personalised Career Guidance Systems Offer Tailored Support To Students, Optimising Their Professional Development. By Integrating Cite Space, Universities Can Enhance Job Matching Accuracy And Provide Real-Time Industry Insights, Fostering A Competitive Edge In The Job Market. This Proactive Approach Ensures Students Are Well-Prepared For Evolving Career Landscapes, Driving Overall Career Success.

5.Conclusion

Cite Space Was Utilised To Explore The Status And Emerging Trends In Research On The Role Of Colleges And Universities In College Students' Employment In The Internet+ Digital Era. A Total Of 477 Papers Were Published On Wos Between 2017 And 2023. Time Distribution, Institutions, Countries, Keywords, And Author Networks Were Created To Identify The Most Productive Institutions And Countries/Regions. Furthermore, A Keyword Network Was Established Through Quantitative Literature Analysis To Identify Research Hotspots And Frontiers. The Research Findings Are As Follows:

In The Research On The Role Of Colleges And Universities In College Students' Employment In The Internet+ Digitization Era, There Has Been A Steady Growth In Related Literature From 2017 To 2023, Peaking In 2022.

The University Of London Emerged As The Most Productive Institution, With China, The United States, Australia, And The United Kingdom Being The Most Frequently Cited Countries/Regions. This Indicates Their High Research Productivity In The Field Of Universities' Impact On College Students' Employment In The Era Of Internet+ Digitization. Enhancing The Employment Competitiveness Of College Graduates Is A Significant Concern For Universities (Wang & Li, 2016), As Improving Students' Employability Is Crucial For Their Successful Employment.

The Top Two Research Hotspots Identified Are "Students" And "Education" In The Impact Of College Students' Employment On The Internet+ Big Data Era. This Reflects The Growing Interest Of Universities In Educating Students For Employment. The Top 17 Keywords With The Highest

Frequency Also Suggest Increasing Attention To College Students' Employment In Recent Years. In The Context Of The Digital Information Age, Empowering The Integration And Development Of Vocational And Employment Education For College Students With Digital Information Is An Effective Path To Promote The Integration Of Vocational And Employment Education For College Students Through Overall Planning And Guidance, Innovative Teaching Models, And Shared Construction (Ye&Tang,2024).

The Findings Reveal A Surge In Academic Activities In Recent Years. Despite Active Individual Research Efforts, There Appears To Be A Lack Of A Well-Established Mechanism To Promote Academic Research Collaboration Within The Academic Community. The Focus On The Impact Of Colleges And Universities On College Students' Employment Will Continue In The Future, Driven By Global Economic Development And The Interconnected Economy And Politics On A Global Scale In Digitization.

Therefore, There Is A Clear Need For Further Research On The Employment Of College Students, Which Is An Issue Of Interest To Researchers And Scholars In Higher Education. Given The Significant Role That Higher Education And Academia Play In Producing And Sharing Systematic Knowledge Globally, Scholars And Higher Education Institutions Are Responsible For Addressing Research Topics Related To The Employment Of College Students. In An Increasingly Globalised Context, Understanding The Impact Of Universities On The Employment Of College Students Is Crucial For Academic Institutions And Global Decision-Makers. In The Digital Age, Exploring And Practising Ways To Improve The Successful Employment Of College Students Should Be Approached From The Several Aspects.

Obviously, The Talent Needed In The Era Of Big Data Is More Innovative And Intellectual. As A New Force In The Workplace, What We Need To Worry About Is Not Being Replaced By Artificial Intelligence, But Understanding How To Grasp Talent Needs And How To Increase Our Thickness In This Context. The School Should Collect Statistical Data On The Employment Situation Of Graduates In A Timely Manner Every Year, Identify And Solve Problems In A Timely Manner. Finally, Use Relevant Tools To Analyze The Employment Quality Of Graduates And Write A Report, Providing Important Employment Data Reference For Students（Zhang,Liu&Wang,2020）. (Li, 2022) Points Out The Importance Of Promoting Structural Reform On The Supply Side Of The Labour Market, Including Establishing Employment Information Service Platforms, Encouraging Innovation And Entrepreneurship, Strengthening Career Planning For College Graduates, And Addressing And Alleviating Their Employment Psychological Pressure (Li, 2022). It Is Crucial To Instil The Correct Employment Mindset Among Students, Help Them With Career Planning, Alleviate Employment Anxiety, And Motivate Them To Acquire Relevant Knowledge And Skills (Wang, 2021). (Zhou ,2022) Suggests That Given The Impact Of The Current Employment Environment On Students' Employment Mindset, Universities Need To Deepen The Classification Research And Guidance For Employment Individuals, Enhance Dynamic Analysis And Evaluation Of The Employment Environment, And Promote The Construction And Improvement Of A Comprehensive "Employment Ecosystem"

System. Universities Should Actively Cultivate Students' Innovation Capabilities And Interdisciplinary Thinking To Help Them Adapt To The Development Needs Of Future Society. Additionally, Establishing Industry Mentorship Programs And Internship Bases To Promote Deep Cooperation Between Students And Enterprises, Combining Theoretical Knowledge With Practical Skills, Lays A Solid Foundation For Their Smooth Employment (Li, 2022). Universities In The United Kingdom And The United States, Starting From The Internal Mentorship System, Emphasize Improving The Quality Of The Mentorship Team, Refining The Mentorship System According To Student Needs. This Experience Provides A Reference For The Reform Of Employment Guidance In Chinese Universities (Yang, 2020). Furthermore, The United States' Employment Guidance In Universities Has Diversified Funding Sources And Advanced Infrastructure, Combining Autonomous Cultivation And Social Introduction To Build A Professional Guidance Team; While The United Kingdom's Employment Guidance In Universities Focuses On Meeting Student Needs, Refining The Mentorship System, Enhancing Student Employability, And Relying On Extensive External Support (Zhou, 2022).

Strengthening The Employment Information Network Platform And Improving The Integration, Accuracy, And Intelligence Of Platform Information Is Also Necessary (Wang, 2023). Strengthening Legal Protection For College Students' Employment, Optimizing The Social Employment Environment, And Further Improving The Employment Guidance System.

Xue (2018) Pointed Out That Japanese Universities Have Also Built A Targeted And Comprehensive Employment Guidance System Based On The Characteristics Of Each Student. These Measures Collectively Provide Comprehensive Support And Assistance For The Employment Of College Students. With Digitization, Universities Can Better Provide Students With The Skills And Mindset Needed In The Current And Future Job Market Through Deepening Research And Guidance, Improving Career Development Services, Collaborating With Industries, And Promoting Entrepreneurship. The Successful Employment Of University Students Plays A Crucial Role In The Development Of Society Globally. Hopefully, This Study Can Provide Some Practical Advice And Guidance For The Successful Employment Of University Students, Promote Their Employment, And Further Advance Social Development.

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