

THE AWARDS ASIA 2022

Outstanding Support for Students

Institution name	Seoul National University
Submission title or project name	Finding Employment in Cyberspace: 2021 SNU Metaverse Career Fair
Nominee/key personnel	
URL	https://www.snucareerfair.com/Home
Submission	<p>The 2021 DREAM ON SNU Metaverse Career Fair, hosted by the SNU Career Development Center and the SNU Alumni Association, was made public online in September 2021. The fair was available to all current job-seeking students and alumni, and more than 60 companies, including Samsung Electronics, Hyundai Heavy Industries, and POSCO, participated with as much vigor as a regular offline job fair.</p> <p>This time, metaverse technology was used to further facilitate the communications between students and companies. Participants (represented as virtual characters of their choice) wandered freely around the online venue and had face-to-face conversations with others through the screen. Participants were able to ask questions via the chat function, and an FAQ function prevented duplicate inquiries and allowed recruiters to grasp the jobseekers' interests in one fell swoop. Simultaneously at the cyber consultation center, HR officers assisted potential applicants with various employment preparations, ranging from cover letters to interviews.</p>