



Live streaming drives the digital transformation of the recruitment industry

2023.07.25

China Labour and Social Security News : [Live streaming drives the digital transformation of the recruitment industry](#)

At the recent Kuaishou Kwai Hire Annual Summit, Zhang Chenggang, associate professor and director of Research Center for New Employment Forms (中國新就業形態研究中心) at the Capital University of Economics and Business, delivered a speech titled "In the Process of Digital Transformation in the Recruitment Industry: The Role and Prospects of Live Streaming Recruitment". He emphasized that with the global trend of digital transformation in the recruitment industry, live streaming platforms have provided the digital infrastructure for the development of recruitment services and become a crucial driving force for the industry's digital transformation. These platforms have facilitated high-quality matches between job recruiters and job seekers, relaxing the challenges in the labor market.