

# Digitalization of Local Business Information and Job Opportunities Platform: A Proposal for a Mobile-Based Business Directory Application

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**Abstract:** *In the digital era, the transformation of local business information and job opportunities into online formats is a promising development. The digitalization process has become a big factor to elevate the local workforce competitiveness by equipping them with digital skills and competencies that meet global standards thus fostering digital innovation and entrepreneurship. On the other hand, online business directory plays an essential role in the local economy because it assists consumers in discovering local businesses and understanding the services available. However, many consumers still encounter challenges when seeking out establishments in less familiar locations, particularly in Surigao City. The absence of a local digital directory means lack of visibility especially for Small-Medium Enterprise (SME) owners who may experience difficulty in attracting the customer base. It is for this reason that this study was conducted to address the gap. An explanatory research methodology has been applied on determining and examining the data that were gathered from the related literature and conducted survey questionnaire. Based on findings collected from 52 respondents of the survey questionnaires, majority of them have agreed that the identified challenges are valid in terms of identifying business establishments as well as the difficulty on contacting the business and comparing products and services among competition. Meanwhile, business owners, particularly those of start-ups, strongly agreed the difficulties in promoting their businesses locally and acquiring customers in the absences of an accessible platform. With the proposed digitalization of business information via a mobile-based application could significantly improve customer experience and bolster local businesses in the city. This means that the application is expected to address the challenges identified by customers and business owners. It also can also potentially create new job opportunities and contribute to the city's economic growth. The study has offered valuable insights and recommendations for the application's development, underscoring the need for ongoing feedback and enhancements to ensure its success and user adoption.*

**Keywords:** Digitalization of Business Information, Online Business Directory, Job Opportunities Platform, Mobile-based Application