

Divergent Employment Prospects for Graduates of Bachelor's in Corporate Administration and Bachelor of Administrative Science Programs: Narrative Reviews

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Abstract

This study investigates graduate employability issues in Malaysia, focusing on graduates from UiTM Seremban. With a sample size of 2,001 Bachelor of Administration (BAS) and 960 Bachelor in Corporate Administration (BCA) graduates, it aims to understand the challenges and opportunities they face in the job market. The research employed a narrative review method and crafted questionnaires for the study. It also involved a bibliometric analysis search using keywords like 'employment,' 'job,' and 'work' within subject categories such as Social Sciences and Business. Overall, this research offers a comprehensive narrative overview exploring the factors impacting variations in job opportunities among BAS and BCA graduates. Moving forward, it is recommended to explore how universities can promote responsible civic engagement and develop effective advocacy skills among students. Additionally, conducting comparative analyses between BAS and BCA could provide valuable insights into the effectiveness of different educational approaches in enhancing graduate employability.

Keywords: *graduates, job, narrative*

Abstrak

Kajian ini mengkaji isu kebolehpasaran graduan di Malaysia, dengan memberi tumpuan kepada graduan dari UiTM Seremban. Dengan saiz sampel sebanyak 2,001 graduan Ijazah Sarjana Muda Pentadbiran (BAS) dan 960 graduan Ijazah Sarjana Muda Pentadbiran Korporat (BCA), kajian ini bertujuan untuk memahami cabaran dan peluang yang mereka hadapi di pasaran kerja. Penyelidikan ini menggunakan kaedah semakan naratif dan menyusun soal selidik untuk kajian. Ia juga melibatkan analisis bibliometrik dengan menggunakan kata kunci seperti 'pekerjaan,' 'kerja,' dan 'pekerjaan' dalam kategori subjek seperti Sains Sosial dan Perniagaan. Secara keseluruhan, kajian ini menawarkan gambaran keseluruhan naratif yang komprehensif yang meneroka faktor-faktor yang mempengaruhi variasi peluang pekerjaan di kalangan graduan BAS dan BCA. Untuk kajian hadapan, disyorkan untuk mengkaji bagaimana universiti dapat mempromosikan penglibatan sivik yang bertanggungjawab dan mengembangkan kemahiran advokasi yang berkesan di kalangan pelajar. Selain itu, melakukan analisis perbandingan antara BAS dan BCA boleh memberi nilai tambah tentang keberkesanan pendekatan pendidikan yang berbeza dalam meningkatkan kebolehpasaran graduan.

Introduction

The issue of graduates' employability in Malaysia has been under discussion for quite some time, and it appears that even after several years of completing their studies, graduates are still facing challenges in finding employment (Hanapi & Nordin, 2014). This could potentially indicate that the job market in Malaysia may not be able to accommodate all graduates. According to a report from the Ministry of Human Resources, Malaysia's unemployment rate decreased to 18% in the third quarter of 2022, showing a notable drop from the previous year's rate of 3.7% (Kementerian et al., 2022). A recent article in a Malay daily newspaper cited ministry statistics, revealing that out of the 711,000 unemployed workers in Malaysia, 227,300 were in the 20-24 age group, while 160,800 were aged 25-29 (Morden, 2022).

Fresh graduates are also confronted with fierce competition from workers who were laid off due to the COVID-19 pandemic, making it increasingly difficult for them to secure employment (Cheong et al., 2018). In response to this trend, certain universities have decided to discontinue courses that they believe will not lead to graduates with good employability prospects (Mohamad, 2022; Shaffie et al., 2020). This raises concerns about the potential economic and social impact on the country's workforce.

The courses offered at Universiti Teknologi MARA (UiTM) Seremban include the Bachelor of Administrative Science (BAS) and the Bachelor in Corporate Administration (BCA), which are the primary subjects of the researcher's investigation regarding job opportunities. The current state of the economy is marked by a significant concern, namely the increasing rate of unemployment among higher education students, despite government and education sector efforts (Shahidan, 2019; Kadir et al., 2020). Graduates with a BAS degree face distinct challenges in the job market compared to their BCA counterparts, resulting in intense competition for jobs and fewer students

pursuing postgraduate studies. Meanwhile, the International Labour Organization (ILO) defines unemployment as individuals who are of working age but currently do not have employment, have actively pursued job opportunities in the recent past, and are currently able and willing to accept a job offer (Annie & Hamali, 2006; Khan, 2020).

Several factors contribute to the high unemployment rate among fresh graduates, including the low skills possessed by these graduates, economic instability, government policies, and employer preferences (Sabri, 2016). According to the Department of Statistics Malaysia (DOSM), the number of individuals without jobs has consistently decreased for 14 consecutive months. In September 2022, there was a negative growth rate of 1.1%, resulting in 605,000 unemployed individuals, which is lower than the previous month's figure of 612,000. Consequently, the unemployment rate decreased from 3.7% in August 2022 to 3.6% in September 2022. However, when considering seasonally adjusted data, the number of unemployed individuals increased by 0.5%, resulting in an unemployment rate of 3.7% (Kementerian Sumber Manusia et al., 2022).

The gravity of this issue has been consistently emphasised in numerous news articles (Cheong et al., 2018; Gjazali & Bennett, 2017; Annie & Hamali, 2006; Ismail, 2011). According to the Department of Statistics Malaysia (DOSM), the percentage of unemployed graduates in 2020 was reported to be the highest at 4.4%, equivalent to 202,400 graduates being unemployed. This is in contrast to the previous year, when the unemployment rate stood at 3.9%, affecting 165,200 graduates, according to DOSM statistics (Anif, 2023).

Therefore, this narrative review aims to address the challenges posed by rising unemployment rates, a lack of interest in postgraduate studies, and intensified competition for job opportunities. It seeks to do so by examining the job prospects available to students pursuing BAS and BCA programs.

Literature Review

Unemployment can be defined as individuals who are employable and actively seeking a job but are unable to find one (Ismail, 2011). These individuals fall within a country's labour force, which includes those aged 15 to 64 who are willing to work (Lucas, 1995). This means that graduates who have completed their studies may be classified as unemployed if they do not secure employment after graduation (Kementerian Sumber Manusia et al., 2022).

Each year, a country calculates its unemployment rate, as the labour force consists of individuals who aspire to work (Hwang, 2017). Maintaining a low unemployment rate is crucial because it serves as a primary economic indicator that influences productive economic activity. A higher number of unemployed individuals results in reduced overall economic production (Blustein et al., 2020). To compare, an employment gap is a period during which an individual is not engaged in paid employment, either for voluntary or involuntary reasons, such as unemployment, caregiving responsibilities, or personal circumstances. Moreover, an employment gap can have various effects on an individual's career trajectory, including potential difficulties in finding new job opportunities, skill degradation, and a disruption in income and financial stability (Ayob & Nor, 2019; Teng et al., 2019).

Extended periods of unemployment or underemployment are often associated with adverse impacts on job satisfaction. This may lead to feelings of dissatisfaction, diminished self-worth, and reduced motivation. An early employment gap in a graduate's career can hinder professional development and limit their ability to accumulate relevant work experience, both of which are essential for future career advancement (Levesque, 2019). Due to the growing competitiveness of the labour market, employers frequently consider a consistent employment history as a positive criterion when evaluating candidates. This can put individuals with employment gaps at a disadvantage when competing for job opportunities. Therefore,

it underscores the importance of addressing employment gaps through strategies such as acquiring new skills, engaging in volunteer work, pursuing internships, and actively showcasing transferable skills to enhance employability and mitigate the negative impact of an employment gap (ILO, 2008).

Human Capital Theory

Human Capital Theory is a theory that explores the economic value and significance of individual skills, knowledge, and abilities. In essence, this theory recognises human knowledge, skills, and abilities as valuable assets that contribute to productivity and economic growth. This is because individuals with higher levels of education, industry-relevant knowledge, and pertinent experience are more likely to access better employment prospects. Economist Gary Becker established Human Capital Theory in the 1960s, and it has since found application in various research areas beyond economics (Kodde, 1988; Doppelt, 2019; Cairó & Cajner, 2018).

Human Capital Theory is frequently utilised by researchers due to its influence, comprehensive nature, empirical support, and policy relevance. According to Kadir et al. (2020), this theory is employed to examine the connection between graduate attributes, employability skills, English proficiency, unrealistic salary expectations, and job mismatches in relation to graduate unemployment in Malaysia. The study's findings reveal that employability skills, job mismatches, and unrealistic salary expectations are the primary factors contributing to differences in job opportunities among graduates.

Job Opportunities Differences

The study of job opportunity disparities has garnered increased interest in recent years due to its potential to provide insights into variations in employment prospects and outcomes among individuals or groups within a given population (Buttler, 2022). With the advent of digital technology and its pervasive influence on various industries and

professions, both opportunities and challenges have emerged (Coetzee, 2021). Consequently, it has also impacted individual career growth as career paths continually evolve due to technological advancements, shifting market trends, and the demand for new skills (Coetzee, 2021).

To mitigate unemployment and promote more equitable job opportunities for recent graduates, it is crucial to understand what steps they can take to enhance their job placement prospects (Hossain et al., 2018). According to Husin et al. (2018), the primary reasons behind the unemployment crisis among recent graduates stem from employer preferences, candidate attributes, and economic instability. In the study by Olamide & Olawaiye (2013), it was noted that the immediate circle of friends, family, and academia did not significantly influence students in their career choice process. Meanwhile, as revealed in Hanapia's study (2014), the most relevant factors contributing to the unemployment issue and resulting job opportunity disparities among Malaysian graduates are competency and the quality of education, which are linked to the learning and curricula offered in educational institutions.

Additionally, a study by Shakur et al. (2020) identifies other factors contributing to youth unemployment, including age, experience, work mobility, gender, and marital status. These factors influence the likelihood of young individuals initiating their careers. In line with Kowang's et al.'s research (2021), numerous other studies have attempted to explore additional factors hindering young individuals from embarking on career paths, including industry stakeholder expectations. Mismatched expectations from stakeholders can impede graduates from entering the industry and launching their careers, as observed in Kowang's findings (2021).

Educational Levels

Education is recognised as a key factor influencing job opportunity disparities among graduates. Education, in this context, refers to a systematic process of learning or teaching that plays a crucial role

in acquiring and imparting knowledge (Prawat, 1992; Shimahara, 2023). Education's role in determining job opportunity differences among graduates stems from the fact that different courses pursued by graduates offer varying employment prospects. Additionally, education is a significant factor in enhancing productivity and building work-related skills. In a study titled "Factors Affecting Job Opportunities for University Graduates in China" by Kong and Jiang (2011), it was noted that the majority of employed graduates came from majors in arts and social sciences, engineering, and business, with employment figures of 2,034, 2,206, and 2,052, respectively, out of a total of 7,619. Consequently, a substantial number of students graduate from these majors each year. Moreover, the number of employed female graduates slightly exceeds that of male graduates, with 3,899 employed females compared to 3,720 males. However, the total unemployment figure for females stands at 284, slightly lower than the figure for males at 309. These findings underscore the significant role that the quality of education in the chosen course plays in determining job opportunities for graduates (Kong & Jiang, 2011).

To compare, an article titled "Global Tourism Careers? Opportunities and Dilemmas Facing Higher Education in Tourism," Hjalager (2003) conducted a study, the findings of which suggest that both employees and employers can benefit the most from a focus on generalist qualifications that are applicable in various enterprises, both within and outside the sector. This is especially crucial in labour markets characterised by rapid turnover and intensive changes in business operations. Such qualifications, increasingly in demand across the labour market, encompass personality traits such as flexibility, the ability to acquire new skills, responsibility, innovativeness, and, importantly, social competencies. Consequently, the education and curriculum differences experienced by students will result in varying skill sets and, in turn, diverse job opportunities.

Hypothesis 1 (H1): We propose that there is a relation between education and differences in job opportunities among graduates of BAS and BCA programs at UiTM Seremban.

Knowledge Exposure

Another prospect for job opportunities is differences based on knowledge exposure. Throughout history, knowledge has been the driving force that propels humanity forward. We have constructed everything with knowledge, and civilisations like ancient Greece have flourished. In the context of Human Capital theory, knowledge plays a pivotal role in strengthening the labour force across industries. Ham (2018) underscores the significance of human capital theory in understanding the intricate relationship between knowledge, earnings, and various associated factors. Ham's work suggests that by examining this relationship, we can discern three critical implications of human capital theory at different levels: The individual, the organisation, and the country.

On an individual level, human capital theory primarily concentrates on the supply side of the labour market, examining individual data. The term 'supply-side' emphasises individuals who provide their labour to the job market. In the context of human capital theory, this entails analysing individual-level data and considering factors related to the supply of labour, such as education, knowledge, skills, work experience, and training. Thus, the theory underscores the importance of individuals' efforts in acquiring and enhancing their human capital, thereby increasing their prospects of securing employment and advancing in their careers.

For this study, knowledge plays a pivotal role in differentiating the quality of labour individuals can offer. Employers and organisations often seek out skilled individuals by assessing their educational backgrounds, as higher education typically signifies a deeper understanding of a specific field. This knowledge not only enhances an individual's capabilities but also provides a distinct advantage in securing job opportunities. Those who can

demonstrate in-depth knowledge in a particular area are more likely to be selected for positions.

Tumi et al. (2022) emphasised that knowledgeable workers are indispensable for driving organisational growth and are often considered the most significant source of competitive advantage. Job seekers or graduates equipped with knowledge are expected to possess the ability to adapt and learn. In today's rapidly changing and competitive job market, the capacity to acquire and apply new knowledge is highly prized. Employers actively seek candidates who exhibit a strong learning mindset and adaptability to new technologies, trends, and methodologies. Continuous learning and upskilling enable individuals to remain relevant and seize emerging job opportunities.

Hypothesis 2 (H2): We assume that there is a significant relation between the level of knowledge and variations in job opportunities among graduates of the BAS and BCA programs at UiTM Seremban.

Sharing Expertise and Experience

Experience, in general, refers to the expertise or proficiency in a specific occupation or industry that an individual has acquired through years of engagement in particular activities or occupations (Hoffman et al., 2013). It is the result of active involvement in real-world situations, typically within a professional context or during a course of study, and the subsequent knowledge derived from such experiences. For recent graduates, the experience can manifest in various forms, including relevant internships, research projects, and part-time employment (Western University, 2018).

Within the framework of Human Capital Theory, experience has been identified as a factor contributing to variations in job opportunities among graduates. This assertion finds support in a study by Morris (2001), where he noted that many job advertisements, especially in the commercial sector, specified the desire for candidates with some level of experience,

and for top senior management positions, extensive experience was often required. Furthermore, his study revealed that out of 113 job listings, 27 explicitly required relevant industry experience, while others emphasised the need for marketing or strategic planning experience.

This is supported by the journal titled "An Examination of Internships and Job Opportunities" by Rigsby et al. (2013). In their study, which involved 82 respondents, they found that internship experiences hold value for students by increasing their job prospects compared to students who did not partake in internships. The results were both statistically significant and positive, leading to the conclusion that students who intern, even if they do not secure offers from the

internship firms, tend to receive more job offers than students who do not intern.

Furthermore, the data from this study demonstrated that students who completed internships and received job offers but were declined had more job offers overall than students who did not intern. These findings underscore the importance of internship experiences in enhancing students' employment opportunities.

Hypothesis 3 (H3): We hypothesise that there is a significant relationship between the level of experience and variations in job opportunities among graduates of the BAS and BCA programs at UiTM Seremban.

Literature Matrix Reviews

Table 1

Narrative Literature Matrix Reviews for Graduate Employment

| N o. | Title | Ye ar | Researc h Aim | Context | Theorie s | Techniqu es | Sample s | Findings |
|------|--|-------|---|---|-----------|-----------------------------|----------------------------------|--|
| 1 | Graduate s' Unemplo yment And Associat ed Factors In Ethiopia: Analysis of Higher Educatio n Graduate s' Perspecti ves | 20 21 | To Investigat e Factors Linked to Graduate Unemplo yment in Ethiopia from The Perspecti ve of Graduate s. | Recomm ending Policy Revision for Improved Graduate Employab ility. | N/A | Qualitativ e Design | 359 Graduat es from Five Regions | The Findings Imply That Governan ce Bodies Should Reconsid er the Sector's Policy and Strategic Direction s in Terms of Graduate s' Employa bility Output. |
| 2 | Universit y Students' Readines | 20 21 | Exploring The Students' Level of | Exploring Job Opportuni ties in Big | N/A | Multiple Linear Regressio n | 139 UiTM Student s | The Results from The Box-And- |

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|---|---|----------|---|---|---------------------|------------------------------|---|--|
| | s for Job Opportunities in Big Data Analytics | | Readiness in Taking Up Job Opportunities in Big Data Analytics and Determine the Contributing Factors to Students' Readiness. | Data Analytics: Factors and Impacts. | | | | Whisker Plot Have Discovered an Excellent Sign of Students' Readiness Towards Job Opportunities in Big Data Analytics. |
| 3 | The Issue Of Graduate Unemployment In Malaysia: Post Covid-19 | 20 20 | This Paper Aims to Examine the Graduates' Plans If They Remain Unemployed for More Than One Year After Graduation. | Graduates Are Hoping For Job Opportunity To Arise . | N/A | Semi-Structured Interviews | 10 Fresh Graduates from Public University In Melaka | The Findings Show That Some Graduates Have Less Preference to Be a Freelancer Even If They Are Unemployed for More Than One Year. Instead, They Prefer to Keep Asking and Waiting for Jobs Offered by Public or Private Organizations. |
| 4 | Determining Unemployment | 20 20 | Examine Factors of Unemployment | Factors Determining Job | Super Career Theory | Multiple Regression Analysis | 1,083 Youths in Kelanta | The Findings Show That |

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|---|--|----------|---|---|---------------------------|-----------------------------------|---|--|
| | Factors Among Job Seeking Youth in The East Coast of Peninsular Malaysia | | yment and Career Path Challenges Commonly Faced by Youth in The East Coast of Peninsular Malaysia. | Opportunities | Trait Theory | | n, Pahang And Terengganu | There Are Differences in Factors Affecting Youth Unemployment in The Three States of East Coast, Malaysia. |
| 5 | Unemployment Among Graduates - Is There a Mismatch ? | 20 20 | This Paper Examines The Link Between Graduate Attributes , Employability Skills, English Proficiency, Unrealistic Salary And Job Mismatch On Unemployment Among Graduates In Malaysia | Whose Responsibility Is It When the Job Prospects Within the Industry Fail to Meet the Expectations of Both Graduates and Companies Involved? | Human Capital Theory | Partial Least Squares Regression. | 159 Workers Who Graduated from Public Universities in Shah Alam | The Findings Revealed That Employability Skills, Job Mismatch And Unrealistic Salary Were The Main Factors Causing Unemployment Among Graduates. |
| 6 | Enriching Individual Absorptive Capacity | 20 18 | The Purpose of This Paper Is to Offer an Understanding of the Development and Consequence of Absorptive | The Independent Variable of Study Can Be Correlated with Both Knowledge and Job Opportunities. | Self-Determination Theory | On-Site Surveys | 125 Employees in Major Chinese Automotive Design Firm | The Results Confirm That Both Perception of Organizational Commitment to Learning and Intrinsic |

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|---|--|----------|--|---|---|--|---|--|
| | | | e Capacity (AC) At The Individual Level of Analysis. | | | | | Motivatio n Contribut e to The Develop ment of Individual Potential AC (Above And Beyond Extrinsic Motivatio n). |
| 7 | The Expectati ons Gap for Engineeri ng Field in Malaysia in The 21st Century | 20 17 | This Paper Aims to Explore the Expectati ons of Relevant Stakehol ders in The Engineeri ng Field to Better Understa nd the Demands of the Twenty- First Century. | Can Relate to How the Industry Is Prepared for The Graduate s to Enter the Job Market | N/A | 1. Through Face-To- Face Interviews 2. Transcen dental Phenome nology Method | 27 Candida tes Holding Middle- And High- Manage ment Position s in The Enginee ring Sector | Three Major Findings Were Documen ted: Mismatch of Expectati ons in the Engineeri ng Field Across the Stakehol ders. The Expected "Must- Have- Skills" From The Perspecti ves of the Stakehol ders. There Are Gender Differenc es in Job Satisfacti on. It Has Been Studied That Though |
| 8 | Gender Differenc e In Job Satisfacti on of Employee Working in Private and | 20 15 | To Understa nd the Job Satisfacti on Experien ced by Employee s Working | Exploring Gender Differenc es in Job Satisfacti on and Factors Affecting It. | Dispositi onal Theory Two- Factor Theory | Quantitati ve Method | 70 Employee s | |

| | | | | | | | | |
|---|---|----------|--|--|-----|--|--|---|
| | Public Sector | | in Private and Public Sectors in Bangalore and Compare the Job Satisfaction Across the Genders. | | | | | Women's Role at Work Are Lesser in Position and Pay, They Have Lesser Complaints of Dissatisfaction At Work. |
| 9 | Unemployment Problem Among Graduates of Technical Field: Competencies of The Graduates and Quality of the Education | 20 14 | This Study Aims to Investigate the Factors That Contribute to The Unemployment Problem Among Malaysia n Graduates from Two Aspects, Which Are Graduates' Competency and The Quality of Education, Which Are Related to The Learning and Curriculums of the Programmers Offered in Educatio | Graduates' Competency, Education Quality, And Learning Curriculums in Educational Institution s Are All Linked to The Issue of Unemployment. | N/A | Qualitative Study Involving Semi-Structure Interview | Eight Lecturers Are Teaching at Universities, Lecturers Who are Teaching at Public Skills Training Institutes in Malaysia as Well as Employers in the industry | The results showed that the majority of the respondents agreed that the graduates' competency and quality of education (Including curriculum studies and teaching and learning) are the main factors affecting the problem of unemployment among technical graduates. |

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|----|--|------|---|--|-----|----------------------------|---|--|
| | | | nal Institution | | | | | |
| 10 | The Factors Determining the Choice of Career Among Secondary School Students | 2013 | To Identify The Influence Of Environment On Career Choice Among Secondary School Students, To Examine The Effect Of Opportunity On The Choice Of Career Among Secondary School Students And To Investigate The Influence Of Personality On Career Choice Among Secondary School Students. | Explain How Opportunity Is an Important Factor in Determining the Choice of Career Among Students. | N/A | Stratified Random Sampling | 100 Students from Five Secondary Schools | The Results Show That the Influence of People in The Closer Circle of Friends, Family, And Academia Did Not Particularly Sway Influence, Or Lead Students When It Came to The Career Choice Process. |
| 11 | An Examination of Internships and Job Opportunities | 2013 | To Examine the Relationship Between the Internship Experience and The | This Paper Explain How Gained Practical Experience Through Internships Contribute | N/A | Survey | Professional Accountants in The Southeast Region of the U.S | The Findings Reveal The Significance Of Internship Experience In Securing Job |

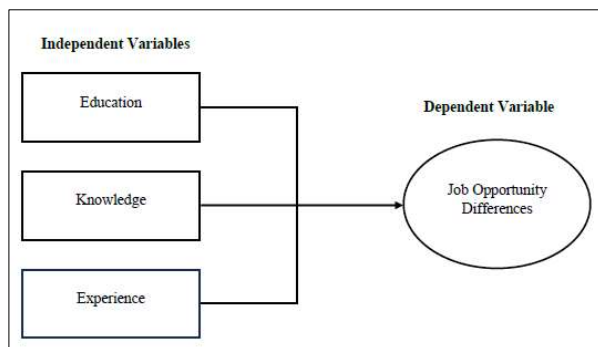
| | | Number of Job Offers Received | Contribution to The Higher Job Opportunities. | | | | Opportunities, Shedding Light On The Value Employers Place On Such Experiences. |
|---|---|-------------------------------|--|-----|--------|---------------------|--|
| 1 | Tracing | 20 | This | N/A | Survey | 48 | The |
| 2 | Graduates to Ascertain Curriculum Relevance | 04 | Paper Shows How Curriculum Relevance Aligns with The Current Demands and Trends of the Industry. | | | Malaysian Graduates | Results Indicated That Respondents Do Felt That the Core Courses On Offer Were Relevant in Their Current Jobs. |

Source: Authors' own work.

Conceptual Framework

Figure 1

The relationship between education, knowledge, and experience in terms of job opportunity differences between BAS and BCA programmes.



Job opportunities are of paramount importance for graduates as they embark on their new lives. Whether one holds a BCA or BAS degree, both require a foundation of education, knowledge, and experience before entering the workforce. Job opportunities can be defined as vacant

positions within organisations that are currently unfilled, providing qualified individuals with a chance to secure these roles (Kapur, 2022; Shimahara, 2023).

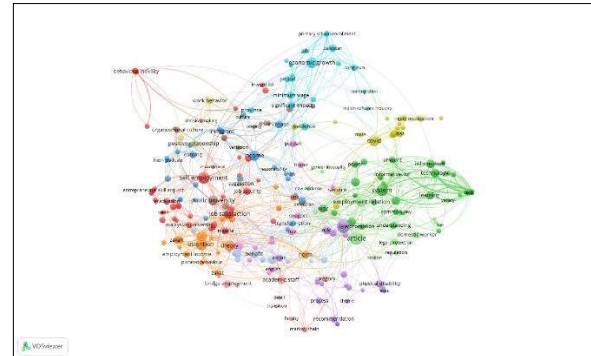
For graduates, assessing their job prospects post-graduation involves considering several factors (Hjalager, 2023; Hoffman et al., 2013; Demissie et al., 2021; Shakur et al., 2020). These factors include evaluating the alignment between the job's scope and their academic qualifications, as well as assessing the remuneration commensurate with their level of education (Shakur et al., 2020). Given the fierce competition among graduates and the limited number of available job opportunities, many find themselves at a crossroads, torn between gaining work experience and pursuing further studies (Hoffman et al., 2013). The main experimental variables consist of education, knowledge and experience, as shown in Figure 1.

The explanation of the proposed conceptual framework is as follows:

1. Extracting from the narrative literature review, education stands as a critical determinant in the variation of job opportunities among graduates due to the distinct career prospects associated with different courses of study.
2. Goldin et al. (2016) concurs, emphasising that education plays a pivotal role in enhancing productivity and honing valuable workplace skills.
3. Furthermore, Fan et al. (2015) highlight significant disparities in employment rates among graduates, contingent upon their chosen fields of study. Meanwhile, knowledge is a concept that defies precise definition, existing as an intangible idea with profound influence. This indeterminate quality lends knowledge an aura of unwavering certainty, endowing it with immense power.
4. Ruth Millikan and Alvin Plantinga, through Hunter (1999), further elucidate this notion, contending that knowledge can be comprehended as a composite of true beliefs stemming from cognitive processes deliberately engineered to yield accurate information under relevant circumstances. In essence, knowledge transcends mere possession of true beliefs, encompassing the reliability and efficacy of the cognitive processes involved in their acquisition.
5. Lastly, as noted by Rigsby et al. (2013), a direct correlation exists between experience and disparities in job opportunities. Their research suggests that experience adds significant value to a student's resume, resulting in an increased number of job offers. In the context of job opportunities, experience can assume the role of either the primary determinant or a contributing factor.
6. Morris (2001) supports this notion in their studies, revealing that many job advertisements, particularly within the commercial sector, specify the desirability of some level of experience, with top senior management positions often requiring extensive experience.

Figure 2

Bibliometric analysis for keywords employments.



Methodology

Initial Data Collection

This study, being a narrative review, primarily presents conceptual ideas prior to being substantiated with data collection and subsequent analysis. In terms of operational data, the researchers utilised the Scopus Sciverse database for document retrieval. The search criteria involved using keywords such as article title and terms related to "employment", including "employ(s)," "employment(s)", "job(s)," and "work(s)." The search was limited to the subject categories of Social Sciences, Business, Management and Accounting, Economics, Econometrics, and Finance, with a specific focus on programs related to BAS and BCA within the context of UiTM Seremban, as reported in Figure II.

Upon conducting this search, the final database yielded a total of 113 documents that were eligible for analysis through bibliometric data analysis. This preliminary bibliometric data analysis provides valuable insights and trends, serving as an initial overview in the early stages of data collection before the final samples were obtained for the study (Punj et al., 2023; Hamid et al., 2023). This indicates that, in terms of employment, employers typically select graduates based on their education, knowledge, and experience. Consequently, this study aligns well with the research objective of

differentiating between BAS and BCA graduates.

When employing VOSviewer software to establish connections among items and documents within the literature on employment in Malaysian universities, it is interesting to observe that a substantial number of researchers concentrated on students, with 65 instances and a high relevance score of 0.88. Following this, there were 59 occurrences related to studies involving workers, which held a relevance score of 0.71. Education also garnered substantial attention, featuring in 52 occurrences with a high relevance score of 0.96. Conversely, there was relatively less research on teaching, with only 11 occurrences and a relevance score of 0.78. The topic of subjective norm received the least attention, with just ten occurrences, but carried a notably high relevance score of 2.22.

Sampling

For this study, the sample comprises graduates from the BAS and BCA programs at UiTM Seremban. According to the data obtained from the Student Affairs Department at UiTM Seremban, there were a total of 2,961 graduates between the years 2018 and 2022. Among them, 2,001 individuals graduated from the BAS program, while the remaining 960 individuals were BCA graduates. Consequently, researchers will focus on final-year students who graduated in the year 2022 from both the BAS and BCA programs as their respondents.

This study employs a sampling technique that aligns with the probability

theory, focusing on the target population for responses to the online questionnaire. The chosen method for this study is stratified random sampling (SRS). This approach involves dividing the population into distinct groups, in this case, graduates of BAS and BCA programs. Proportional stratified random sampling will be utilised to ensure that both groups are well-represented in the final sample. This method allows for the random selection of a predefined number of participants from each stratum, ensuring an accurate representation of the characteristics of both BAS and BCA graduates in the final sample.

Operational Definitions

For this research, the independent variables, namely education, knowledge, and experience, were measured using a Likert scale. This scale included five response options: 1) Strongly Disagree, 2) Disagree, 3) Moderate, 4) Agree, and 5) Strongly Agree (reported in Table II). To ensure that the online questionnaire aligns with the research objectives, the questionnaire was structured into separate sections corresponding to the experimental variables. As part of the narrative review approach, specific questionnaires were developed specifically for this research study. Following the completion of the online questionnaire and data collection, the subsequent step involves providing a comprehensive results and analysis section to ensure that all research questions are thoroughly addressed by this study.

Table 2

Operational Definitions for each variable of the study

| No | Variable | Questionnaire | Measurement | Sources |
|----|-----------------|--|---|--------------|
| 1 | Job Opportunity | Are job opportunities higher for graduates of BAS compared to BCA? | Interval 5 points 1 - Strongly Disagree 2 - Disagree 3 - Moderate 4 - Agree 5 - Strongly Agree | Hanapi, 2014 |

| | | | | |
|---|------------|--|---|------------------------|
| | | Are BAS graduates more likely to be employed in the public sector compared to BCA graduates? | Interval 5 points 1 - Strongly Disagree 2 - Disagree 3 - Moderate 4 - Agree 5 - Strongly Agree | Hussain et al., 2021 |
| 2 | Education | Did your educational background have a significant influence on your job opportunities after graduation? | Interval 5 points 1 - Strongly Disagree 2 - Disagree 3 - Moderate 4 - Agree 5 - Strongly Agree | Schoon & Polek, 2011 |
| | | Can a better quality of education lead to increased employment prospects for graduates? | Interval 5 points 1 - Strongly Disagree 2 - Disagree 3 - Moderate 4 - Agree 5 - Strongly Agree | Schoon & Polek, 2011 |
| 3 | Knowledge | Does your current job require specialized knowledge or expertise in a specific field? | Interval 5 points 1 - Strongly Disagree 2 - Disagree 3 - Moderate 4 - Agree 5 - Strongly Agree | Yukl & Becker, 2006 |
| 4 | Experience | Does having relevant industry experience significantly increase job opportunities for graduates? | Interval 5 points 1 - Strongly Disagree 2 - Disagree 3 - Moderate 4 - Agree 5 - Strongly Agree | Rigby & Sanchis, 2006 |
| | | Do job advertisements for job positions mention the requirement of some level of experience? | Interval 5 points 1 - Strongly Disagree 2 - Disagree 3 - Moderate 4 - Agree 5 - Strongly Agree | Bernhardt et al., 2001 |

Conclusion

In conclusion, this research presents a comprehensive narrative overview for exploring the factors influencing job opportunity differences among BAS and BCA graduates from UiTM Seremban. Key components related to literature reviews, conceptual frameworks, and methodology have been thoroughly addressed. The justification for the chosen research design

has been discussed, emphasising its alignment with the study's objectives. Overall, this review serves as a vital foundation for the subsequent stages of the study, ensuring a systematic and reliable approach to understanding the factors that impact job opportunities for BAS and BCA graduates from UiTM Seremban. This article provides a narrative overview of the employment prospects for BAS and BCA graduates. As the number of graduates increases over the years, they must equip

themselves with the knowledge, skills, and abilities to compete with non-UiTM graduates and experienced workers. The knowledge gained in these programs offers graduates an opportunity to refine their skills throughout the program's duration. In line with Malaysia's initiatives to reduce unemployment, government programs like K-Youth, a youth employability initiative by Khazanah Nasional Berhad (Khazanah), can serve as a model for achieving the government's objectives.

A new research direction involves empowering universities to enhance their role in providing comprehensive education

in niche programming fields, particularly relevant to the digital era. This research would examine how universities can improve their curriculum and training programs to better equip students with specialised skills in emerging digital technologies. This research would explore how universities can promote responsible civic engagement and develop effective advocacy skills among students. By integrating these elements into the curriculum, this study could provide valuable insights into the role of higher education in shaping proactive, informed, and responsible citizens.

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