








A Review in Personality-Based Recommendation for Graduate Marketability

Nor Shela Saleh^{1*}, Mohd Shafie Rosli², Thuaibah Abu Bakar³, Azlah Md. Ali⁴,
Khairunesa Isa⁵, Mimi Mohaffyza Mohamad⁶, Riki Rahman⁷

¹Department of Social Science, Centre for General Studies and Co-Curricular, Universiti Tun Hussein Onn Malaysia, 86400, Parit Raja, Batu Pahat, Johor, Malaysia.

Email: norshela@uthm.edu.my

²Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, 81310, Skudai, Johor, Malaysia.

Email: shafierosli@utm.my

³Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, 81310, Skudai, Johor, Malaysia.

Email: thuaibah@utm.my

⁴Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, 81310, Skudai, Johor, Malaysia.

Email: azlah@utm.my

⁵Department of Social Science, Centre for General Studies and Co-Curricular, Universiti Tun Hussein Onn Malaysia, 86400, Parit Raja, Batu Pahat, Johor, Malaysia.

Email: nesa@uthm.edu.my

⁶Faculty of Technical & Vocational Education, Universiti Tun Hussein Onn Malaysia, 86400, Parit Raja, Batu Pahat, Johor, Malaysia.

Email: mimi@uthm.edu.my

⁷Department of Social Science, Centre for General Studies and Co-Curricular, Universiti Tun Hussein Onn Malaysia, 86400, Parit Raja, Batu Pahat, Johor, Malaysia.

Email: riki@uthm.edu.my

ABSTRACT

CORRESPONDING

AUTHOR (*):

Nor Shela Saleh

(norshela@uthm.edu.my)

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The issue of marketability is a hot topic. This is due to the rising rate of underemployment over the years. Furthermore, as a direct consequence of national and global economic changes, the COVID-19 pandemic has expanded this percentage even more. Employers are extremely strict when it comes to the selection of employees based on this tendency. In addition to academic excellence, the personality factor is used as a screening method for employees. In previous research, researchers have conducted several synthesis and methodical evaluations of the literature to evaluate the association between personality and marketability factors of prospective graduates. According to the findings of a systematic review of the literature, referencing the CareerEDGE Model could be used as a basis for marketability. Furthermore, the emphasis on Shapero and Shokol's Entrepreneurial Event Theory demonstrates graduates' preparedness to enter the job market. Commonly dialog, personality influences marketability through adaptation, motivation, and excellent work performance in full compliance with the order to function successfully established by the organisation.

Contribution/Originality: This study contributes to the existing literature based on earlier research and investigations, this work adds to the body of literature. We can create systematic literature for operational study in the future with this study, and we can also create new instruments through this research conversation.

1. Introduction

Marketability issues and attributes are increasingly being discussed these days. This factor emerges from organizations' and employers' need for competent, skilled, and highly knowledgeable human capital. Graduates who cease to demonstrate skills and competencies are less likely to get jobs because they do not attract the imagination of employers during the interview process. Soft skills, according to [Mohamad Zuber et al. \(2020\)](#), are an important factor in graduate marketability. In addition to certificate and approval requirements, graduates should have incremental benefits, particularly in communication skills. According to the research by [Young-Ah, Kyung-Ah, and Tzokas \(2022\)](#), 15, 741 2019 graduates in Korea have diversified marketability desires, including vocational and technical skills. Communication skills are also important because they exemplify graduates' capacity to make presentations ([Thoma et al., 2019](#)). Communication skills in various languages are, on the other hand, the most valuable and important thing. Correspondingly, organizations put a high priority on industry common bonds ([Nor Shela et al., 2021](#)). For example, the PROTEGE (Career Training Placement for Graduates with Industry) programme, which included an estimated 507 disabled participants, was successfully placed until February 28, 2022 ([Bernama, 2022](#)). This clearly shows that the government recognises the significance of marketability notwithstanding an employee's decision.

Regarding the 2020 achievement ideology, the government has turned its attention to other policies and agendas, with the intention of attaining a level of national development by 2050. This philosophy has been explained in the National Transformation 2050 (TN50) programme, which conceptualises a change management strategy to sculpt Malaysia's development throughout the next 30 years. Forecasts in marketability are increasingly being investigated in the technical education and vocational training (TVET) landscape. In reality, of course, the New Economic Model (NEM) has successfully commercialised specific strategy reform initiatives toward the implementation of innovative measures in acknowledging marketability through the Economic Transformation Program (PTE). This is a step towards ensuring the quality of graduates whilst still enabling the effective use of multinational human capital. In this way, the country makes a positive contribution towards significantly reducing the unemployment rate among community members, particularly graduates ([Unit Perancang Ekonomi, 2022](#)).

Prior to the COVID-19 pandemic, the country was irrevocably tainted by unemployment and marketability challenges. Undoubtedly, radical change and advanced technical therapeutic approaches that take over the task of human resources are refining the broad variety of university graduates ([Wei et al., 2022](#)). Several more graduates with top grades seem unable to seek employment that is directly proportionate to their academic credentials. In actuality, the issues of unemployment and marketability directly impact both private and non-university educational institutions. Due to the obvious upsurge of graduates, the actual labour firm's demand has surpassed total demand. Due to the high demand, employers are prompted to be pretty selective when recruiting staff. As a by-product, the standard of education is increasing the quality of human resources (k-

workers). This is clarified by [Siti Salbiah et al. \(2018\)](#), who found that skills contribute to the marketability deficit. Surprisingly, graduates are eager to attempt professional lives that do not directly relate to their education. This statement is classified as a mismatch or a massive difference. The most significant contributors to the emergence of the mismatch occurrence are major weaknesses and inadequate training among graduates ([Claire, 2020](#)).

The graduate process typically begins while they are still in university. The graduate's primary choice should be to select expenditure that corresponds with his or her interests and career. The government is taking this issue seriously until the plans and policies developed result in job opportunities for graduates. Graduates in Malaysia, on the other hand, are seen as unemployed due to intense competition and employer pressure. Regrettably, according to the Islamic perspective of marketability, philosophy is in sequence with personality, which is seen as the key to becoming eligible to work ([Nurul Hudani & Baharudin, 2014](#)). Graduates are currently deeply worried when a superb examination board wasn't one of the primary parameters for landing a job. In addition to intense rivalry, employers frequently utilize extra-added skills and knowledge factors to discern prospective employees in their organisations. Employers are prompted to indicate the best graduates from both public and private academic institutions. In reality, of course, graduates of public institutions of higher learning also provide a wide range of applicability, including a diploma, a bachelor's degree, a master's degree, and a doctor of philosophy. Graduates from public institutions include those from polytechnics, vocational schools, and universities, among various others. Employers are becoming more demanding and selective in their recruitment procedures as a consequence of climate change. [Aizenkot and David \(2022\)](#) discovered that the most important factor of marketability presently is 21st century skills, which he once investigated the capacity of students at Ashkelon Academic College (329 students).

2. Literature Review

2.1. Marketability

"Quality graduates should be able to strengthen multiple areas of relevant skills in line with the industry's average needs and be willing to take on challenges in the field of entrepreneurship". ([Sinar Harian Online, 2022b](#))

Above all, the statement demonstrates that the Sultan of Kedah, Sultan Sallehuddin Sultan Badlishah, took a special interest in the issue of graduates' marketability. His Majesty's statement was published in an online daily news report, which explained that graduates of higher education institutions are critical change agents for the development of Kedah and Malaysia. At the same moment, Sultan Sharafuddin Idris Shah, Sultan of Selangor, reminded the graduates to still follow the constitution and the law. For the graduates to be able to highlight the personal qualities of virtue and noble values in accordance with the philosophy of national education, the supremacy of the federal constitution must be respected ([Mohd Izzatul, 2022](#)).

The issue of marketability is highly reliant on the government of labour supply. Because of rising unemployment, the economy is complaining about a lack of marketability. This is a major concern and not really a simple mathematical determination, as disclosed by [Farah \(2022\)](#) in response to the statement crafted by Professor Tan Sri Noor Azlan Ghazali, a professor and member of the Economic Action Council (MTE). Employers

repudiate some graduates' inability to grasp a diverse range of competencies. As the concept of employment today is more focused on the diversity of skills and competencies highlighted by employers, this consciousness must be engendered earlier than usual, at the university level. Employers always place technical ability as a key skill in the job. In fact, employee stability and sustaining performance is a dynamic endeavour and a precursor to graduate employment opportunities. Maturity in decision-making, the ability to highlight work commitment, emotional stability, and a level of mental and physical health are some of the criteria envisioned by employers and organisations for providing graduates with marketability opportunities (Thuaibah et al., 2020).

Focusing on a range of factors, Paulsson and Macheridis (2022) determined that career education must include a mix of research and learning. This is to create a well-rounded graduate. Holistic graduates must also exhibit emotional and physical integrity. Graduates must be able to self-regulate while working. Furthermore, they must be able to identify the level of emotions as well as the ability to control emotions in order to stay employed in an organisation. Emotional states, according to Zapf (2002), are classified into two categories: positive feelings and negative feelings. Positive feelings could be highlighted by embracing desired behaviours. This behaviour has an impact on co-workers as well as relationships with superiors. Among the personality traits associated with this ordinary person is that he or she is always respectable in daily life. They tend to complain when they see anything negative. A good working relationship with co-workers has repercussions for the existence of a good personality. The implication is that people with a positive emotional personality have always had a positive attitude towards the organization, and they will also be prepared to fulfil the demands of the job in order to increase the productivity of the organisation. Individuals with negative feelings, on the other hand, are more likely to rebel due to a lack of employee satisfaction (Nor Shela & Mohd Shafie, 2021).

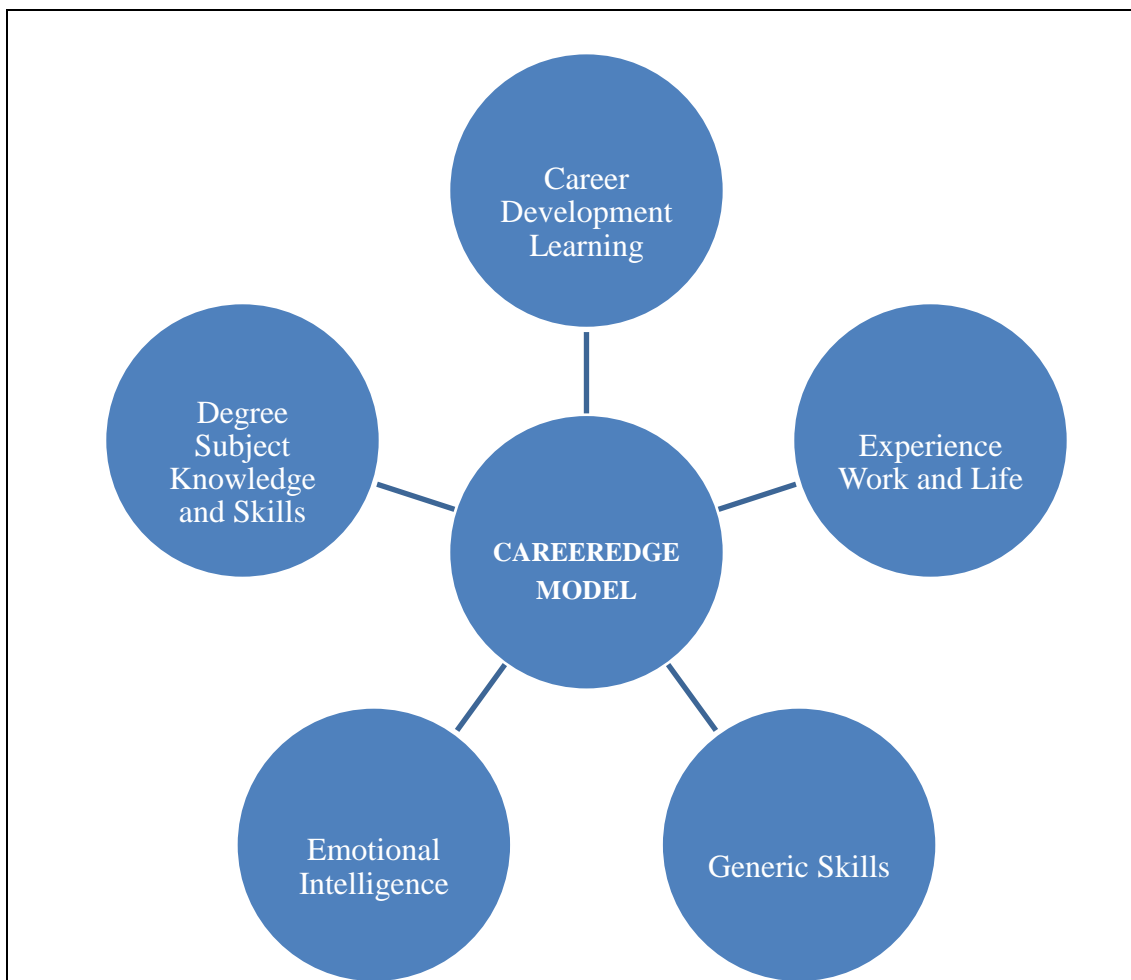
According to Tang (2018), employers and organisations often appreciate the capacity to converse in dozens of languages, particularly English. This is extremely important if the firm moves into negotiated and cooperative agreements with international markets such as Japan, Singapore, the United Kingdom, and Saudi Arabia, as well as those with communication aspirations. The definition and magnitude of marketability are extremely broad and incredibly hard to translate aptly. It focuses on the unique knowledge, competence, comprehension, and attitudes that humans have built. Furthermore, marketability includes the capacity to enact hands-on skills, where graduates will practise theories and concepts operationally. This category corresponds to the application phase in Kolb's (1984) theoretical research concept and relevant information on the philosophy of learning by doing. According to Dacre and Sewell (2007), marketability is associated with an individual's greater propensity or enthusiasm for selecting a job that matches their knowledge, skills, and competencies. Graduates prefer to consider the long-term impact in terms of receiving evidence for themselves, employers, the economy, the competitive landscape, and the industry.

Marketability is difficult to translate if the area between competencies is still ambiguous and has gaps. According to Lange et al. (2022), graduates will seek employment based on current demand. Notwithstanding, because there are many competitors or applicants with the same educational background, the level of acceptance for the job can all be determined. Graduates must peruse their added value and different personalities in order to win over all the other people. According to the findings of a study conducted by Khairul

and Nurul As'shikin (2018), professionals consider university graduates and recent graduates.

Overall, it demonstrates that the issue of marketability is broad and affects all graduates, whether they hold a diploma or a bachelor's degree. This dilemma must be examined in the light of total unemployment up to January 2022, which fell from 687,600 to 680,600 people in December 2021, according to Farah (2022). As a result, the existence of a marketable product is essential as an allusion in anticipating the best direction for students or undergraduates devised the CareerEDGE Model, a marketability model. This model encompasses four main aspects as marketability factors: career development, work experience, knowledge and courses, generic skills, and emotional intelligence (refer to Figure 1). These five components serve to clarify specific marketability criteria for which many previous researchers are still undecided about the definition and concept. As per some, marketability is difficult to translate and has no specific definition. As a result, the rubric of marketability strengthening makes it extremely difficult for many graduates to seek work, particularly jobs that match their educational background.

Figure 1: CareerEDGE Model



The adaptability and requirements of each component in this CareerEDGE Model must be examined if looking at the five-component approach in this CareerEDGE Model. The development phase must be performed in accordance with each component's specifications. This is explained by Leng and Ching (2016), who revealed that marketability refers to an innovative job's work performance based on existing

knowledge and skills. It also implies the absence of knowledge and skill restrictions. According to [Benedetti, Plumb and Beck \(2022\)](#), if new hires have limited knowledge and skills, it indicates that they are less competent and convenient. As a result, organisations were required to submit employees to career and personal growth programmes. The organisation had to consider the brunt of time and energy. As a result, this factor must consider the correlation of the five components of the CareerEDGE Model over how graduates must adhere to the criteria requirements so that they are not interpreted as individuals inconveniencing the organisation ([Muhammad Ariff, Beatrice & Janice, 2017](#)). The onus of responsibility that the organisation will bear causes new graduates to be repudiated as employees. Employers are also more inclined to hire employees who are competent, versatile, convenient, knowledgeable, and multidimensional in acclimatizing to the mould cavity set by the organisation. Employers looking for employees adhere to the environmental paradigm in accordance with current demands, particularly in the context of digital and technology adoption ([Mohd Shafie et al., 2021](#); [Adefila et al., 2022](#)).

2.2. Graduates' Job Market Difficulties

The paradigm in the organisation and development of dynamic globalisation necessitates the provision of scientific, competent, and holistic human resources to lead diverse areas in the country. The k-economy approach, also renowned as the knowledge-based economy, provides substantial realism and complexity for effective human capital capabilities ([Nurul Hudani et al., 2015](#)). In accordance with public sector policies and approaches that examine and explore the factors that can endorse the country's role in human capital development on a continuous basis, the government is always looking ahead, identifying the issue of marketability as one of the things that needs to be known in order to ensure that the deficit of these elements is resolved in order to face the twenty-first century ([Nor Shela & Mohd Shafie, 2019](#)).

The constraints of finding a job are complicated, and this becomes a limitation for grads. Graduates must be willing to put in the time and effort to find websites that offer job opportunities. In fact, the ability to prepare a resume and cover letter is one of the most important factors, as it can influence employers' desire to make a short list of prospective employees. According to a study conducted by [Siti Salbiah et al. \(2018\)](#), graduates prefer looking for jobs on the Malaysia Job street webpage. The website offers an enormous amount of universe and opportunities for various employment sectors, particularly in industrial clusters. Industries that publish job opportunities or positions on Job street tend to specialise in the compensation packages, qualifications, experience, and skills that graduates are assumed to have. Unfortunately, employers strive to explore graduates who do not meet the criteria set by employers on a multitude of topics. Among the constraints are graduates' lack of English proficiency, lack of confidence in conversing, students' loss of personality and intelligence, and their inability to persuade prospective employers ([Susan, 2020](#); [Ronald, 2022](#)).

Surprisingly, the existence of the COVID-19 pandemic, which began in March 2020, seems to have an impact on employment and reduced employment opportunities ([S. Shanmuga, Erdem & K. Sudhakar, 2021](#)). This reduction in employment opportunities has resulted in a marketability deficit, particularly among graduates ([Muhammad Umar, Yan Xu, & Sultan Sikandar, 2020](#)). [Keong \(2014\)](#) discovered that graduates must empower and prepare themselves with k-economy and apply digital values as a career competency as early as 2014. This is clearly apparent throughout the ongoing pandemic, with employee platforms and landscapes changing toward digital and virtual, ideologically patterned

channels and countryside. In fact, many graduates, particularly technical graduate students, choose the concept of self-employment, which is to step into the field of entrepreneurship (Che Nurul & Radin Siti Aisyah, 2019). In light of this phenomenon, entrepreneurial talents and skills are included in co-curricular events and projects at the school. It is an early action to polish students' talents and skills as early as adolescence and nurture them all the way to university level. However, Zunaini and Norasmah (2019) found that entrepreneurial skills and talents are acquired through personality traits.

Desires and personality traits are the main barriers to graduate participation in entrepreneurship programs. Personality traits, according to Baharu and Mohammed Zain (2013), can indeed be helped or forced. This is attributable to the fact that coercion on matters involving personality traits will have an effect on the end result. Personalities can be developed with the help of training and development. Management and self-development courses play an important role in shaping graduates' personalities. In their study, McGrath and Geurts (2022) explain how self-development must begin with the development of confidence in order to form the true self.

Secondary sources will be used as reinforcement in this research to investigate an empirical model related to entrepreneurial career interests. The model is Shapero and Sokol (1982) Entrepreneurial Event Theory. Shapero and Sokol launched the domain of knowledge. While, Krueger et al. (2000) have modified this theory by embedding three elements to structure entrepreneurial aspirations. Table 1 describes three elements.

Table 1: Shapero and Sokol Elements of Entrepreneurial Event Theory

Perceived Desire	Attitudes are formed as a result of life experiences. Experiential learning Indirect knowledge Get hands-on experience based on a role model or job.
Perceived feasibility	Individual self-belief in one's ability to deploy an entrepreneurial programme Individual beliefs are influenced by knowledge, skills, and emotions.
Tendency to Act	Depending on the individual's ability Determine a person's proclivity to act An individual's capacity to monitor and manipulate his environment Environmental behaviour control based on character

Source: Shapero and Sokol (1982)

According to this theory, there are three major factors that influence one's interest in entrepreneurship. The first is perceived desire, followed by perceived feasibility, and finally by the proclivity to act. Based on personality, this theory determines a person's direction to take in exercising control over actions. Individuals who are willing to take chances are more likely to participate in entrepreneurship programmes. This is due to the fact that risk factors and courage play a significant role in convincing someone to do business with you. This theory, in fact, is closely related to the elements that relate to social interaction. Positive interaction necessitates a positive interaction relationship with the client. If an entrepreneur lacks communication skills, the goods or services offered will refuse to accept purchasers.

2.3. Personality

Personality is the starting point for determining marketability among graduates because it is a crucial detail of both employer and organisational preference (Hamidah et al., 2017). Personality is generally defined as morals and attitudes in Islamic thought. In fact, morality is divided into two major dimensions: praiseworthy morality and reprehensible morality. Admirable morality pertains to a person's positive attitude toward the environment. On the other hand, bad morals are defined as bad attitudes that not only overwhelm other people, but can also endanger and damage several sides (Nurul Hudani & Baharudin, 2014). Each of these definitions is strongly linked to marketability. The external appearance and impression of the prospective employee or graduate will represent the human being's initial personality. This initial overview is also the first perspective observed by the employer during the hiring, selection, and interviewing processes (Mingchen & Li-Fang, 2018). Personality traits, according to Heiding et al. (2018), are the character, attitude, personality, and values displayed by an individual as a result of internal and external factors. External factors, such as the economic climate, also play an important role in fostering employment enthusiasm. This includes if the job to be done requires personality and physical strength, notably in the field of the military (Rabiah, Heather & Bradley, 2020).

According to De Haro, Castejon and Giler (2020), an effective personality will lead to positive job performance. Emotional intelligence, motivation, self-control, and positive social interaction are all essential parts of personality suitability. Adaptation and personality control are important in ensuring that individuals can adapt to their surroundings (Horz-Sagstetter et al., 2018). In fact, prior to 2020, the government conducted a number of interventions aimed specifically at identifying personality needs in order to improve graduates' marketability. For example, from 2012 to 2017, the National Graduate Employability (GE) report issued by the Malaysian Ministry of Higher Education revealed that personality has a significant impact on graduates' marketability. The other's personality can articulate one's attitude. It can foster awareness and responsibility, particularly for the work and tasks assigned by the employer, through attitudes and behaviours (Bassot, 2019). Negative personalities reduce interest and commitment in preparing for a task, making it less constructive (Kramer, 2019). The graduate's awareness, attitude, and curiosity are all closely related to his or her personality type. As a result, brand personality factors must be researched and identified once graduates are offered a job as human capital in an organisation.

Since the 1960s, the importance of personality has been emphasised. In fact, it is regarded as an organism that combines personal and societal abilities to enhance one's abilities. Before offering positions in companies, employers and organisations should ascertain their demands and the exclusiveness of their personalities. Liberalization, cognitive, integrity values, emotional stability, consistency, and self-control are just a few of the key personality dimensions that should be considered in a marketability initiative (Brown, Hooley & Wond, 2021; Karma & Nadine, 2019). In a study performed by Huang et al. (2014), personality, emotional stability, and self-control were considered very important. Employees who've been confrontational and have lost consciousness are more likely to cause workplace violent conflicts. These employees will create an impact if they are dealing with a customer who includes a pleasing personality as an intervention to retrieve stuff, such as an endeavour or a company's investor attraction. Azlah et al. (2020) emphasise this in addition to the effectiveness of employee integrity in organisations.

The job description involving leadership elements is important in assessing needs in the personality dimensions used for other investigations. [Nurul Hudani, Ma'rof, and Noor Hisham \(2018\)](#) noticed that the scope of work involving leadership elements is associated with the effectiveness of emotional intelligence and several other personality factors that can interfere with the career phase. A career in leadership requires an assertive personality because it appears to require the tendency to shape others, boost the number of supporters, and solve problems.

2.4. The Influence of Personality on Workplace Emotions

[Sharifah and Ahmad Shukri \(2006\)](#) developed the MOREM emotional reaction model as a result of their research. As per the study, there are two key components in jobs that are influenced by personality: positive and negative reactions. This entails a personality that reacts to the employee. In light of this, graduates must identify their emotional spatial awareness and complement it with their personality. This point of view was raised in the study of [Zohar and Marshall \(2000\)](#), who consistently indicated that a person's emotions could indeed change in a short period. These feelings are intrinsically tied to personality traits. In fact, a few people who have trouble controlling their emotions may have a personality disorder ([Simon, 2019](#)).

Human personalities can occur as a consequence of the experiences and influences of regular daily life. MOREM is a five-stage emotional reaction model. For beginners, emotions are derived from past experiences. Second, there are reactions and emotional responses with regard. Third, a positive reaction presents an opportunity to evaluate the reaction or emotional reaction. Fourth, pursuing the evaluation phase, new attitudes were identified (stage 4). Finally, there are discrepancies in outbursts and replies (improving or getting worse).

As per a study conducted by [Sharifah and Ahmad Shukri \(2006\)](#), staff react differently to emotional changes. Personality fluctuations are factors that can influence unexpected change. [Corner et al. \(2021\)](#) discovered that personality is also affected by a combination of factors depending on personal problems, family issues, workplace culture, relationships with colleagues, essential management motivation, organizational policies, and a variety of factors. In fact, [Parent-Lamarche and Marchand \(2019\)](#) clarified that a nice attitude can have a greater proportion of mood reactions. A positive personality can be evolved through the continuity of organizational and quality communication among employees. Considering this, graduates must be emotionally and mentally equipped since the situation in the workplace isn't just the experience acquired while learning. The ability to handle one's emotions with one's body is vital to human asset marketability and resilience.

Communication is essential in determining a graduate's marketability. A recent study by the National Higher Research Institute for comparison purposes, discovered that the majority of employers prioritise demands as the core element for employee selection. Furthermore, graduates' ability to use technology and digital media is an added value in the job market. Communication skills are more than just interaction skills; they encompass a wide range of topics. According to [Sofiana and Zamri \(2019\)](#), discussion expertise, listening skills, decision analytical thinking, information and solution interpretation abilities, and public speaking are among the signs that graduates must comprehend once seeking employment ([Mikkelson, Sloan & Tietsort, 2021](#)). All of these factors are significant because they have an impact on employer attraction. Client and

organizational affiliate communication demonstrates these requirements. Hiring communicatively gifted employees will improve the efficiency and productivity of the company. Communication is a critical core principle and a prerequisite for determining a participant's marketability standards (Zafir, Ishak & Abd Hair, 2015).

This personality study is important since many previous studies have shown that there is a link between personality and human performance. This is due to the fact that personality traits outline the human self through the dominance and integrity of attitudes that are required, especially while working. Image and personality are important in developing a positive attitude in the context of this research. Students' proclivity for marketability can be cultivated through constructive university programmes.

3. Methodology

A critical analysis of relevant literature was used as the research method. Observing previous studies relevant to the focus of this study forms the basis for consideration. Personality and marketability studies, for instance, are one of the focal domains of previous studies. Some earlier research was questioned to establish the severity with which personality impacts graduate earning potential.

3.1. Analyze The Literature (Personality and Marketability of Graduates)

Several analyses of the existing literature have been executed by referring to past studies done in internal research. Among the studies are Hamidah et al. (2017), Nurul Hudani et al. (2015), and Nik Hairi and Rusyda (2020). These three studies all present the link or impact of personality on graduate marketability.

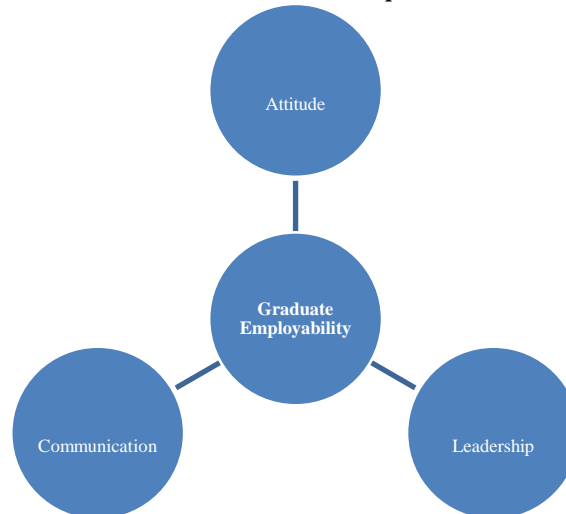
3.2. Analysis of Literature 1: The Personality of Graduates Who Become Organizational Attractions

According to a study conducted by Hamidah et al. (2017), competition in employment in Malaysia forces employers to be more selective when hiring human capital. He conducted qualitative research in order to compose papers that would be used as a template for higher education. Graduates' attitudes, communication skills, and leadership as resources and determinants of marketability are among the personality elements recommended. The developed paper's main proposals concentrate on the development of high-quality academic initiatives to ensure human capital in the work force. Figure 2 depicts the research framework developed by Hamidah et al. (2017). This demonstrates that graduates' marketability is presumed to be inspired by their personality.

3.3. Analysis of Literature 2: The Influence of Personality Traits on Job Performance

In their study, Nurul Hudani et al. (2015) tested a model of the relationship between emotional intelligence, personality traits, and leadership behaviours on job performance in their study. Although this study included only personality as one of the factors influencing job performance, it demonstrated the possible link between personality and marketability. This is due to the fact that marketability also refers to the performance of work within the organisation in order to ensure employee retention. This study was conducted quantitatively, and instrument testing was done using the reliability of alpha values. The pilot study results revealing the Cronbach's alpha values were translated as shown in Table 2.

Figure 2: Graduates' Marketability Influenced by their Attitudes, Communication Skills, and Leadership



Source: [Hamidah et al. \(2017\)](#)

Table 2: Cronbach's Alpha Value Findings for the Personality Dimension Instrument and the Job Performance Dimension

Personality Dimensions	
Accuracy	0.776
Extraversion	0.690
Consent	0.763
Openness	0.721
Dimensions of Work Performance	
Quality	0.795
Effectiveness	0.760
Efficiency	0.834

Source: [Nurul Hudani et al. \(2015\)](#)

[Nurul Hudani et al. \(2015\)](#) was conducted a pilot study to test the instrument's level of reliability, which is shown in [Table 2](#). He used all of the items because the pilot study's reliability level indicated that all of them could be used. This study established a significant relationship between the personality dimension and the job performance dimension. The four personality dimensions investigated were accuracy, extraversion, approval, and openness. However, the dimensions of work performance are only two, they are effectiveness and efficiency. The study demonstrates that personality has an impact on job performance. Employers always look at graduates' achievements and usability in meeting the needs of employers and organisations, so marketability is closely related to job performance.

3.4. Analysis of the Literature 3: Aptitude Test as a Measure of Marketability

According to previous research by [Nik Hairi and Rusyda \(2020\)](#), aptitude methods are used to evaluate the skills and knowledge of prospective employees in addition to personality tests. Although the aptitude test is not a personality analysis experiment, personality factors do influence most aptitude achievement. Apple and Microsoft, for

example, administer aptitude tests to graduates to determine their marketability. However, the two approaches are identical diverse. Leading companies typically use aptitude testing to identify potential employees with a variety of abilities such as logical thinking ability, problem solving, rational judgement, decision-making speed, leadership, and physical strength. In fact, there are world-renowned organisations that require aptitude testing as a hiring interview condition. Apple, Samsung, Nike, Johnson & Johnson, Volkswagen, and others are among the companies that have made aptitude testing mandatory (Barret, 2012). Similarly, major corporations such as Disney, Toyota, Pfizer, and Sony Corporation have used aptitude testing to hire new employees.

Nik Hairi and Rusyda (2020) (refer to Table 3) conducted aptitude tests on social science students to assess their marketability. The results revealed five major aptitude tests, namely verbal, number, abstract, space or shape, and concentration. According to the study, space and form tests had the lowest percentage of students who answered all questions incorrectly (5.7 percent). The concentration test, on the other hand, showed 37.5 percent, which explains why most aptitude tests have an incorrect number of students. The overall findings of Nik Hairi and Rusyda (2020) show that multiple intelligence factors influence student marketability because the value of the findings varies by test category. This test is actually similar to the personalities of people who tend to achieve the test based on the influence of their personalities.

Table 3: Aptitude Test Results

Aptitude Test Category	All Wrong Answers	All Answers Correct
Oral	26.1	73.9
Number	13.6	86.4
Abstract	27.3	72.7
Space/ Shape	5.7	94.3
Concentration	37.5	62.5

Source: Nik Hairi and Rusyda (2020)

5. Conclusion

Graduates should use their preparations to determine their capabilities and competitiveness for a profession based on previous research and a critical review of the literature. Furthermore, today's employee rights are extremely high and necessitate a variety of skills (De Haro, Castejon & Giler, 2020). Inability to seize job opportunities leads to graduates facing unemployment, and it may take a long time to find a job that complements their qualifications. According to Wei et al. (2022), among other skills that deserve attention are engagement qualities, teamwork skills, communication skills in diverse languages, especially English, digital and simulated interactive skills, problem solving skills, and various other skills that reflect the eagerness of employers. Employers, on the other hand, necessitate prospective employees who are capable of adapting in personality traits by taking into consideration individual background and different, particularly career interest tests, in order to create employee compatibility with the work environment (Parent-Lamarque & Marchand, 2019; Huang et al., 2014).

Because of the variety of paradigms for adapting life at work, graduates must broaden their digital knowledge and skills. Employers will also prefer employees with adaptive performance skills to maintain a work culture in the face of organisational external factors. The challenges and competition that the organisation will face are among the

external factors that should be considered. According to [Cuyper et al. \(2011\)](#), employees' ability to maintain their performance and work also influences their marketability. If employees are declining or underperforming, they are less likely to accept the career development process, and the likelihood of being transferred or laid off is very high. Thus, practises and mentalities must also be considered, especially when it comes to work factors such as emotions when solving problems, communication and interaction methods, and the ability to solve problems in a team. In fact, job opportunities and areas in diverse fields contribute significantly to the increase in available jobs among graduates. For example, during the COVID-19 pandemic, the crucial working life and marketability crisis compelled various parties to take steps and initiatives to establish career space. Thus, Covid-19 demonstrates the potential of becoming increasingly dynamic and highly employee-required through the entrance of boundaries in the transitional stage. Tan Sri Rafidah Aziz, chairman of AirAsia X Bhd, clarified that the entrance of Malaysia's international boundary necessitates a substantial percentage of the resource base, including graduates ([Sinar Harian, 2022a](#)). However, due to the high COVID-19 transmission prestige worldwide until April 2022, this border entrance continues to remain in SOP compliance.

To summarize, we find that employers place a priority on highly capable individuals in terms of knowledge, abilities, and creativity in order to accomplish any changes that are consistent with the global economic paradigm. The constantly changing global economic paradigm clearly indicates the need for today's personnel to be adaptable and proactive in their approach to future organisational life. During the human resource selection phase, according to [Leng and Chin \(2016\)](#), job prospects become more competitive and selective. Educational success and talents as fundamental employee selection elements have advantages. For example, in a few organisations, personality test specialism is recognised as one of the criteria for hiring decisions ([Mohamad Zuber et al., 2020](#)). Whenever it pertains to the influence of personality, optimism and preparedness are the cornerstones of marketability. Thus, personality values should be nurtured with soft skills that can be developed throughout university education, particularly in broad courses that are university-mandated ([Muhaymin et al., 2021](#)). The unemployment gap can be closed if graduates always evaluate their personalities and construct a premise of consideration prior to actually making that choice of courses in institutions of higher learning. It's crucial to start the whole process quickly to prevent graduates from being assigned a job that doesn't accommodate their personality. In fact, it will impair employees' emotional intelligence and physical fitness as well as their professional effectiveness. As a result, employee turnover has increased. Employees like working while losing emotional, mental, and physical stability due to personality influence.

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Conflict of Interests

The authors declare no conflict of interest in this study.

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