

Chapter 17

Enhancing Graduate Employability With AI in Transnational Higher Education

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ABSTRACT

The study explores the impact of artificial intelligence (AI) on graduate employability within transnational higher education (TNHE). The findings demonstrate significant improvements in employment rates, with institutions such as the University of Nottingham Malaysia and RMIT University Vietnam reporting higher employment rates among graduates who utilised AI-based career services compared to those who did not. AI-driven platforms have enhanced student satisfaction, with approximately 85% of students acknowledging that AI tools helped them develop industry-relevant skills, thereby increasing their job readiness. Furthermore, AI has played a crucial role in aligning TNE curricula with industry needs, as evidenced by the successful integration of AI tools at Singapore Management University and the American University of Sharjah to tailor programs that meet employer demands. Despite these benefits, challenges such as inclusivity and ethical considerations persist, emphasising the need for continuous evaluation and improvement of AI systems in educational settings.

INTRODUCTION

Graduate employability has emerged as a critical concern in the current context of globalisation for both the educational institutions and learners. Securing a suitable job after completing their studies is not only reflects a student's success in their learning, but also serves an indicator of how well education systems have prepared students for the job market. The concept of employability moves beyond merely obtaining a degree; rather, it involves acquiring a set of skills, attributes, and experiences that prepare

DOI: 10.4018/979-8-3693-7016-2.ch017

the graduate for the global employment market (Tomlinson, 2017). This paper therefore explores the significance of developing flexible and marketable skills among graduates in light of the evolving economies and industries.

Given this scenario, transnational higher education (TNHE) is central in shaping the graduate employability. TNHE refers to educational systems or institutions that operate across multiple countries, offering students global courses, diverse teaching staff, and an international learning environment (Knight, 2016). The more globally integrated the institutions of TNHE are, the better they can offer the education that is not only theoretically robust, but also culturally and professionally sensitive to different contexts. This cross-border educational model enables the graduates to develop a global perspective, equipping them to work in culturally diverse environments. In addition, TNHE institutions often have strong connections with industries and employers worldwide; thus, their curricula are aligned with the current market trends and needs (Healey, 2015). Consequently, graduates from the TNHE programs are considered to be highly marketable due to their exposure to international environments as well as the skills they attain during their studies.

Over the past few years, artificial intelligence (AI) has become one of the most influential innovations in different fields, including education. Particularly, AI offers valuable and innovative solutions to enhance graduate's employability and bridge the gap between higher education learning outcomes and job market requirements. By processing large datasets and identifying job market trends, AI can help educational institutions design courses that meet market demands (Luckin et al., 2016). In addition, it can be argued that integrating AI into educational and teaching tools can enable students to acquire essential skills required by the job market. For example, with the use of AI-driven career advice, practice interviews, and employability assessments, students can be better prepared for the job market (Sundararajan, 2020). Therefore, incorporating AI into TNHE programmes can significantly increase graduates' employment prospects by equipping students with the knowledge and skills that are current and relevant in today's world.

This chapter aims to examine the relationship between graduate employability, TNHE and AI. It offers a literature review on applying AI to improve graduate employment prospects within TNHE contexts. The chapter begins by defining the concept of graduate employability and its role in the global market, and discussing the challenges faced by TNHE institutions in this regard. It then examines the role of AI in education, particularly in view of these challenges and the possibility of enhancing graduate employability. Detailed examples and case studies from TNHE institutions that have effectively implemented AI into their programs shall be presented to demonstrate how these technologies function in practice. Finally, the chapter concludes by discussing the policy and practice implications, and the recommendations for educators, policymakers and institutions interested in leveraging AI to improve graduate employability.

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