

Leading towards the students' career development and career intentions through using multidimensional soft skills in the digital age

Abstract

In the digital age, the development of students' career intentions requires serious concentration since these are associated with the students' future employment and, ultimately, their survival. This study attempted to demonstrate in Pakistan's Higher Educational Institutes (HEIs) the role of soft skills towards the students' career development (CD) and their future career intentions (CI). Design/methodology/approach: In this study, the researchers used a quantitative approach and a questionnaire to collect the data from the surveyed participants. Finally, the researchers based this study's findings on 392 useable samples. Findings: By employing the structural equation model (SEM), this study's findings show that soft skills, such as Creative Self-Efficacy (CSE), Problem-Solving Confidence (PSC) and Teamwork (TW) have a positive and significant effect on CD and CI. However, while Critical thinking and Creativity (CRC) has a positive and significant effect on CD, it has no effect on CI. In addition, this study's findings confirm, also, that CD has a positive and significant effect on CI. Practical implications: This study's findings assist policymakers and university administrators to understand the importance of soft skills in creating CD and CI. These promote the development of employability skills and fulfill its part in preparing graduates for the unpredictable job market. This study's findings help, also, to develop logical reasoning in making decisions and in dealing with complex organizational issues. Originality/value: In a practical way, in Pakistan, this study's findings confirm the role of soft skills towards students' CD and CI. © 2023, Emerald Publishing Limited.

Keywords

Career development (CD); Career intentions (CI); Digital age; Digital technology; Soft skills