

Shifting the national higher education landscape in facing current challenges and marketability strategies of Covid-19 pandemic era graduates

ABSTRACT

This paper discusses the shift of the National Higher Education landscape in facing the current challenges and marketability strategies of Covid-19 pandemic era graduates. The submission is therefore aimed at discussing Malaysia's experience as a country that has to face various challenges in mainstreaming and expanding the National Higher Education's continuity strategically in the country's uncertain economic climate scenario. Secondary data content analysis methods utilise the results of journals, reports, books, interviews, online news and other printed materials. Underlying the background of the inaugural study, a selection of significant issues lays justification that includes arguments focused on (i) MOHE challenges facing the Covid-19 pandemic Issue, (ii) Covid-19 pandemic era graduate marketability strategy, and (iii) MOHE incentives to assist students in facing the bleakness of Covid-19 pandemic. Disputation of the target of the discussion thoroughly emphasises the relevance of MOHE initiatives in reducing the unemployment rate, especially among high-quality graduates where the group will make a huge contribution to the development and economy of the country. The future direction of such studies should focus on the essence of further debate on the role of the education sector and institutions of higher learning as a field for society to develop knowledge, thus giving a positive impact to produce graduates with intellectual, physical, emotional and spiritual potential.