

USING SAS® GRAPHICS TO EXPLORE EMPLOYERS PREFERENCE WHEN HIRING NEW GRADUATES

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ABSTRACT

One of the fundamental goals of universities is preparing students for the workforce. Thus, understanding the job competencies required by employers is crucial in matching university's curriculum with industry's requirement. This is to ensure that new graduates are well-equipped with the necessary skills when they enter the job market. This paper presents the results of an exploratory study to evaluate employers preference based on the essential skills for various types of jobs that require tertiary qualification. Analysis is done by analyzing a broad set of online job descriptions extracted from job advertisements in online job portals. Analysis is based on six categories of employability skills: communication, analytical, interpersonal, personal, information management and technical skills. Analyses are carried out using SAS/STAT and the results are presented using graphics provided by SAS/GRAPH and SAS/IML. Among the tools used are mosaic diagrams and link graphs. The results show that there are indications of differences in employability skills requirement between different categories of jobs. The findings of this study can be used as a basis for the determination of patterns of skills required for jobs in any areas of specialization. This in turn will help in creating and sustaining workforce development programs to create a skilled and knowledgeable workforce.

Keywords: Employability skills, SAS/GRAPH, SAS/STAT, SAS/IML, mosaic diagram, link graph