

IMPACT OF LIFE LONG LEARNING PROGRAMME ON COMPANY STRATEGIES: A QUALITATIVE STUDY

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ABSTRACT - The study is to examine experiences amongst students whom enrolled in a lifelong learning programmes on the company strategies context. The lifelong learning programmes offered in the Malaysian higher educational institution in promoting the 4.0 industrial revolution (4IR). As a result, the impact on education settings to align between humans and technology is an important factor for the new possibilities. The paper explains the impact of the lifelong learning programmes offered in company strategies to implement 4IR. Semi- structured qualitative interviews were used from the selected Malaysian Public and Private Higher Educational Institutions. The data revealed the student experience of the lifelong learning programmes upon how real and virtual work implement in taking and to enrol in the programme. The findings of the study can be used as the basis for the company to implement significant strategies to increase the number of enrolments in the lifelong learning programmes. Besides, the study shared the influence factor of cultural setting and organizational culture to the significant findings. Thus, this is the main challenge faced by the company to implement the strategies in promoting the programmes. Suggestions on how the impact to be incorporated in the company strategies are also put forward.

Keywords: lifelong learning, industrial revolution, higher education, Malaysia

1. INTRODUCTION

The transformation from agricultural to industrial society results in the education setting changes around the world. The era of 4.0 Industrial Revolution (4IR) has come which named to the unprecedented change in economic and educational development in connecting with to the cyber world. While education 4.0 is to develop the ability in applying new technology amongst learners and in achieving the demand of the ‘innovative era’ society [1][2], the era to blend with innovative, emerging and up-to-date knowledge and learning to set. This way, a new era of competency and creativity through skills become significant in a lifelong learning strategy.

Moreover, lifelong learning in related to the information era is an important process of catering the learner's ability to apply in all relevant development arena including social science, business and management [3]. The programmes offered as one of the development area of study. Thus, the understanding of the lifelong learning education is a vital criterion before undertaking the Lifelong Learning Programme (LLP).

Malaysia is a developing country towards becoming the developed and high-income nation by the year 2020. The higher education revolution is a complex but exciting future in transforming the teaching and learning experiences. The education and industrial demand are connected by fitting the education to economic and political trends rather than signifying different position [4]. The significant of New Academia Learning Innovation (NALI) is to enrich teaching and learning innovation that emphasises the concept of entrepreneurship [5][6]. Thus, the introduction of NALI framework is one of the approaches.

Furthermore, the LLP offered in Malaysian Higher Institutional have been investigated by a group of researcher that highlight the important role from different viewpoint of player or institution. One of the study revealed the strategy practiced in the courses is to focus in creating innovative outcome [7]. In other words, the role of the institution in the teaching and learning is on how to create knowledge. However, no attempt was made to see the strategy to implement the effectiveness of LLP. Hence, the current study intends to unveil the strategy of the company or institution that succeed to offer the LLP at the Malaysian higher education.

2. MATERIALS AND METHODS

The study implemented the qualitative semi-structured interview approach to observe the participant's perspective on the Lifelong Learning Programme (LLP) experiences. The interview questions were formed based on the research question. Data collection was performed amongst selected voluntary participants, who the students of selected University with the diversity of background include age, educational and social level. Findings and results of analysis are presented in the next section.

3. RESULTS AND DISCUSSION

The finding of the study reveals the impact of the LLP on the students' experiences to company strategy. The following Table 1 are the results from the data analysis.

Table 1. Thematic analysis results of the study

Sector	Institutional Strategy To Offer
Public Institutional A	<ul style="list-style-type: none"> • Lower cost characteristic • New Academia Learning Innovation (NALI) in teaching and learning courses
Private Institutional B	<ul style="list-style-type: none"> • Competitive offer on variety of courses and place • Fulfil job demand in certain industry

The data analysis of the findings was analysed using a thematic analysis. The results revealed the impact on the students' experiences who undergo LLP that reflected the significant strategy to the company or higher institutional to offer LLP. Four significant findings clarified as institutional strategies to offer LLP from the two different sectors, which the public and private institutional A and B. In the following subtitle, the findings are discussed in detailed based on the data results.

The first and second significant approaches shared by the Public Institutional A shown from the lower cost characteristic and New Academia Learning Innovation (NALI) in teaching and learning courses. Both strategies are two main strategies revealed by the participants as the most influential driver in choosing the institution to further study of the LLP. While on the other hand, the study discovered the third and fourth strategy to company that offered LLP are from the Private Institution B. Those approaches include offer variety of courses and place, and courses that fulfil job demand in certain industry.

First strategy is the lower cost to undertake LLP. The strategies shared by the participants as the criteria to consider the university selection. Such example

shared by Student 03 “...the fees are reasonable though it’s a bit expensive as compared to other public institution yet cheaper than private institution”. The additional notes from the interview also mentioned that the fees are self-finance that worth the LLP undertake. The study fees of LLP is a priority criterion in student decision to choose the university unveiled. Thus, conclude the first significant strategy of the company that offer LLP.

Moreover, the second strategy is the NALI in teaching and learning courses. The NALI framework was introduced in 2013 of the modern instruction that based on student-centred learning towards nurturing an entrepreneurial academia [8]. Teaching and learning process that implement blended learning approached is highlighted as one of the study attraction towards LLP experiences. Thus, the LLP offered guided by the NALI is one of the suggestive strategy to implement in teaching and learning process.

The third strategy is the university offering a variety of LLP courses and places. In details, the participant; student5 shares his experience by saying that: “In my situation, working as entrepreneur, it is one of the important component in lifelong learning experience to be upgrade and update...it is difficult to find courses that suit to my working experience and that fulfils my personal preference (working place)...”. The university offers a variety of courses and different places is a significant strategy to reach the student that give opportunities in LLP experience.

Meanwhile the fourth strategy reveals the LLP courses that fulfil job demand in certain industry is important to choose university criteria. For instance student 2 stated: “to me, this is because the university know that there is a demand to employees in industrial needs. Yes, I believe this will helps me in improving my work. In fact, it is an eye opener for me in terms of latest information and technology demand in current industry needs”. The experience reflected in company strategy to offer a course that compiles and compatible to the industry needs in brighten career pathway.

4. CONCLUSION

The study aims to examine the company strategy on LLP experiences amongst students at the higher institutions. The study, therefore, presented the four powerful strategies of a higher institutional that offer LLP. These include lower cost of the price, the NALI framework in teaching and learning process, a variety of courses and places, and programmes that fulfil job demand in a certain industry.

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