

Employee Profiling in the Era of Industry 5.0: Adapting A New Concept for Private University in Malaysia

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Abstract

Industry 5.0 (IR 5.0) emphasizes a human-centric, resilient, and sustainable approach to work. In this context, personality-workplace congruency becomes increasingly important because IR 5.0 values workers' unique traits, creativity, and strengths rather than forcing strict standardization. Effectively managing human capital in the context of IR 5.0 is a complex challenge, as it requires ongoing innovation and learning driven by both individual and organizational capabilities. A personality profiling strategy for effective worker screening can be crucial in fostering dynamic capabilities within Higher Learning Institutions (HLIs). This paper introduces a psychometric profiling approach for workers' screening that encourages a culture of innovation and learning within organizations. A key concept applied is Holland's Individual-Environmental Congruency model for career interests, alongside various established psychometric profiling techniques. The study utilizes a personality profiling framework comprising 15 personality domains, incorporated into an integrated tool called i-PRO (Integrated Profiling System), developed for Universiti Teknikal Malaysia Melaka (UTeM). The researcher plans to adapt the existing framework for use at Universiti Islam Antarabangsa Sultan Abdul Halim Mu'adzam Shah (UniSHAMS), ensuring that it meets the university's contextual and operational needs. This initiative aims to provide a systematic approach for recruitment, placement, succession planning, and personnel development training.