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E-PROCEEDING

EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا

E-PROCEEDING

EXTENDED ABSTRACT



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Welcome Message

RECTOR, UITM KEDAH BRANCH

Assalamualaikum warahmatullahi wabarakatuh,

First and foremost, I would like to extend my deepest appreciation to the organising committee of i-SPIKE 2025 for their steadfast dedication and commitment in making this prestigious event a reality. My heartfelt congratulations to the committee for their tireless efforts in ensuring that i-SPIKE continues to grow as a meaningful and impactful platform for academics, researchers, students, and industry players worldwide.

The theme for this year, “Empowering Minds: Bridging Innovation, Knowledge and Education for a Sustainable Future,” is both timely and significant. It reflects our shared responsibility to not only embrace creativity and technological advancement, but also to ensure that innovation directly contributes to sustainable development, equitable education, and the well-being of future generations.

i-SPIKE 2025 provides a dynamic platform for showcasing innovations that address real-world challenges while opening new avenues for collaboration, engagement, and inclusivity. By bridging knowledge, innovation, and education, this symposium strengthens our collective capacity to design solutions that empower communities and inspire positive change.

I am truly impressed by the diversity and calibre of participants in this year’s event. The projects and ideas presented highlight the extraordinary creativity and determination of our innovators. I am confident that the insights and solutions shared here will pave the way for continuous advancement in teaching, learning, and innovation.

It is my sincere hope that you will find i-SPIKE 2025 an enriching experience, one that sparks new ideas, builds lasting collaborations, and strengthens our shared vision for a sustainable future. To all participants, I wish you every success, and to the winners, my warmest congratulations.

Once again, I thank the organising committee, partners, and contributors for their invaluable support. May i-SPIKE 2025 continue to inspire and empower minds for many years to come.

Professor Dr. Roshima Haji Said
Acting Rector
Universiti Teknologi MARA (UiTM) Kedah Branch

Welcome Message (i-SPIKE 2025 CHAIR)

It is my great pleasure to welcome you to the 4th International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2025 (i-SPIKE 2025). This year's theme, "Empowering Minds: Bridging Innovation, Knowledge, and Education for a Sustainable Future," reflects our collective commitment to advancing innovation and fostering meaningful collaboration across academia, industry, and communities.

i-SPIKE 2025 provides a platform for scholars, researchers, students, and practitioners from diverse fields to showcase their ideas, share knowledge, and inspire new solutions to global challenges. We extend our sincere appreciation to all participants and contributors whose efforts and dedication have made this symposium possible.

We hope that this e-proceedings serves not only as a record of the innovations presented but also as a valuable resource that continues to inspire long after the event.

Thank you.

Dr Junaida Ismail
Chair

4th International Exhibition & Symposium on Productivity, Innovation,
Knowledge, and Education 2025 (i-SPIKE 2025)

PREFACE

The 4th International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education (i-SPIKE 2025) marks yet another milestone in our ongoing commitment to fostering innovation, creativity, and collaboration across disciplines. Guided by this year's theme, "Empowering Minds: Bridging Innovation, Knowledge and Education for a Sustainable Future," the event provides a dynamic platform for students, educators, researchers, and professionals to share their ideas, showcase their innovations, and engage in meaningful knowledge exchange.

This year, we are pleased to report that i-SPIKE 2025 received approximately 50 initial submissions, with more than 35 projects successfully advancing to final presentation and exhibition. These projects reflect a rich diversity of innovation, ranging from educational technologies, digital applications, and gamified learning tools to sustainable materials, cultural heritage preservation, and community-focused solutions. Collectively, they embody the spirit of bridging innovation and education to address pressing societal and global challenges.

We sincerely thank all participants, reviewers, and committee members for their invaluable contributions in making i-SPIKE 2025 a success. It is our hope that this e-proceedings will not only serve as a record of the ideas and innovations presented, but also as an inspiration for future collaborations and advancements in the pursuit of sustainable knowledge and innovation.

Assoc. Prof. Dr. Azlyn Ahmad Zawawi
Editor-in-Chief, i-SPIKE 2025 Proceedings

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CATEGORY 2
SS (YOUNG)

“MyJourney”: A GEN-Z-CENTRIC DIGITAL INNOVATION TO IMPROVE JOB ENGAGEMENT AND DECREASE TURNOVER INTENTION IN THE HOSPITALITY SECTOR

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ABSTRACT

The Malaysian hospitality sector has constantly encountered profound difficulties in reducing the high turnover rate among Generation Z (Gen Z) staff, especially at the non-managerial level, who have continuously exhibited confusion about potential career pathways, low engagement, and unaligned organisational values. The high turnover rate has compromised hospitality service quality and elevated operational expenditures. Simultaneously, conventional Human Resource Management strategies could not effectively fulfil Gen Z employees' anticipations and motivations. The current study proposed *MyJourney* as a prototype digital platform catered to Gen Z non-managerial employees in the hospitality industry by incorporating two primary dimensions, namely an augmented reality (AR)-based storytelling framework and a career pathway customisation interface. *MyJourney*, which was developed based on the Social Exchange Theory (SET), could encourage Gen Z hospitality staff to share personal experiences with Human Resource Management strategies through an immersive and interactive manner while depicting attainable career developmental paths within the organisation. The storytelling framework could also enable Gen Z hospitality staff to anonymously describe positive and negative job experiences, which could contribute valuable insights into person-environment (P-E) fit. Furthermore, the career pathway customisation interface could assist Gen Z hospitality staff in designing career growth trajectories and boosting perceived organisational support and job motivation. As such, *MyJourney* demonstrated high potential to enhance Gen Z hospitality staff members' job engagement and overall work experience while decreasing early turnover intention. The innovative application illustrated how HRM practices could be digitally adapted to support employee retention by aligning Gen Z workers' anticipations, values, and career aspirations.

Keywords: Hospitality, HRM practices, Gen Z, job engagement, turnover intention

INTRODUCTION

The high turnover rate among Generation Z (Gen Z) non-managerial employees has emerged as a perennial issue in the Malaysian hospitality sector, particularly the hotel industry, with significant repercussions on operational expenses and service quality (Haldorai et al, 2019). Gen Z non-managerial employees in the Malaysian hospitality sector are generally the food and beverage crew, housekeeping staff, front office agents, and other service-based roles, including the first point of contact for guests. Nonetheless, the roles are inherently overlapping, on top of ambiguous career pathways and perceived limited job recognition, which have resulted in numerous Gen Z non-managerial employees resigning within the first several years in the sector when performance acknowledgement, job empowerment, and professional

growth opportunities are key aspects of Gen Z non-managerial employees' career aspirations (Sakdiyakorn et al., 2021). Thus, companies in the hospitality sector are required to discover effective methods to retain competent Gen Z non-managerial employees to ensure efficient business operations and provide high-quality customer service (Lu and Lu, 2020). A firm can adopt pertinent measures to retain Gen Z non-managerial employees when the firm or leader can pinpoint the initial manifestations of turnover intentions (Varma & Chavan, 2020).

Current Human Resource Management strategies, including compensation, training, and communication styles, are mostly developed as universal approaches despite being effective. Contemporary Gen Z non-managerial workers anticipate more personalised, dynamic, and technology-embedded engagement methods while preferring workplaces or organisations that can provide a sense of job purpose, ample professional developmental opportunities, and relevant channels to express personal opinions. Employees generally demonstrate higher turnover intention when the employees are unsatisfied with the current jobs or organisational treatment (Inayat & Jahanzeb Khan, 2021). Existing findings also revealed that HRM strategies favourably and profoundly contributed to higher workers' job engagement levels (Memon et al, 2020). Accordingly, the present study proposed *MyJourney* as a digital solution tailored to Gen Z non-managerial workers in the hospitality sector to enhance job engagement by empowering users to share personal life and job experiences and providing depictions of potential career developmental pathways within the organisation. The innovative application could contribute alternative practical insights into how Human Resource personnel could support and retain competent Gen Z staff.

RESEARCH OBJECTIVE (RO)

1. To empower the AR-based articulation and feedback of job experiences through existing HRM strategies among non-managerial employees
2. To improve job engagement by assisting staff members in visualising personal career developmental trajectories and roles within the organisation
3. To minimise the turnover intention among Gen Z employees by reinforcing person-environment (P-E) fit, heightening perceived organisational support, and enhancing the HRM-staff feedback loop.

RESULTS AND PROTOTYPE FEATURES

MyJourney comprises three integrative features customised to Gen Z non-managerial staff in the hotel industry.

Career Pathway Visualisation Interface

The interface could resolve the issue of ambiguous long-term career growth among non-managerial employees, in which users can choose a desired future job role, such as assistant managers, event coordinators, food and beverage supervisors, and front office managers. The system will demonstrate a clear roadmap with pertinent components, such as performance goals, experience, certification, training, and estimated timelines. Non-managerial staff can stipulate personal objectives, record current milestones, and acquire motivation and incentives from supervisors, which can instil a sense of direction and enhance organisational commitment.

AR-Embedded Storytelling Module “My Story”

The module allows frontline employees to express personal opinions and daily job experiences by submitting concise AR-enhanced stories through avatar, video, or text formats to elucidate personal experiences with existing HR strategies, such as feedback, training, compensation, and recognition. Non-managerial employees are also offered prompts to stimulate personal reflection, including i) “A time I felt supported by my manager...”, ii) “Something that made me think about quitting...”, and iii) “A guest experience that made me proud...”, to aid HR personnel in comprehending current HRM practices influence staff members by acknowledging employee values.

Job Engagement Tracker

The feature is a mobile and simplistic dashboard, which records i) task satisfaction and motivation scores, ii) weekly engagement degrees via sliders or emojis, iii) user progress in achieving career milestones, and iv) recommendations for small weekly actions to increase engagement, which enables non-managerial staff members to reflect personal motivation and assist HR personnel in executing pertinent measures on early disengagement signs.

CONCLUSION

MyJourney functions as a timely and strategic response to the perennial issue of high turnover rates among Gen Z non-managerial staff in the hospitality industry. Non-managerial staff are frequently the cornerstone of hotel operations, although professional developmental opportunities are limited, which engenders low engagement and a conflict between personal and organisational values. Conventional HRM practices also could not effectively determine Gen Z non-managerial employees’ unique requirements and communication styles as a digitally literate and purpose-driven generation. Hence, *MyJourney* serves as an innovative application to directly bridge the gaps while delivering a customised experience consistent with Gen Z employees’ anticipations by integrating immersive AR storytelling with an intuitive career pathway customisation function. Hence, *MyJourney* offers a safe and engaging platform for Gen Z workers to reflect, express, and visualise career trajectories within the organisation and elevate job work engagement. Moreover, the capabilities of HR personnel to obtain real-time and entry-level feedback through submitted AR stories can garner alternative insights into the perceptions and experiences of current HRM strategies, which allows for more adaptive HR responses.

MyJourney could be expanded in scope to enhance Gen Z workers’ job experiences. Firms can also apply the insights to improve onboarding processes, increase training programme relevance, and cultivate leadership roles and preparedness among non-managerial employees, which can ensure high employee retention and foster internal talent cultivation integral to the hospitality sector, with a high emphasis on service quality among frontline staff. While *MyJourney* is currently a prototype, the platform could function as the fundamental for future improvement and scaling before transitioning into a full-fledged application with AI-powered career recommendations incorporated with gamified learning components, current HRM practices, and predictive analytics on turnover intention. Therefore, *MyJourney* repositions HR functions not only as administrative but also dynamic for professional development and organisational sustainability in a post-pandemic hospitality sector that highly requires personalisation, resilience, and adaptability. *MyJourney* serves as a human-centric approach to implementing digital HRM strategies catered to Gen Z non-managerial employees, who value personal experiences, which can empower Gen Z non-managerial employees to visualise a future career in hospitality beyond entry-level job positions.

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