

How to help students in their career planning? Investigation of a digital career development platform

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Abstract

Academic advising is essential for supporting student retention, academic achievement, and personal development in higher education. As digital platforms and services expand at universities post-COVID-19, understanding factors influencing the acceptance of digital services is essential. This study examines the influencing factors of student acceptance on MyCorvinus Navigator, a technology-based academic advising service, through a mixed-methods approach. The qualitative phase identified four factors: need for mentoring, personalization, lack of information, and complexity of interpretation, which were tested in a quantitative study using structural equation modeling. Results show performance expectancy directly influences usage intention, while the identified factors have indirect effects. Effort expectancy has not significant effect on intention to use. These findings emphasize the necessity of integrating both human-centered and technological elements in academic advising services.

Track: Marketing and Technology Interaction