

Exploring the Role of Career Counselling Expo Expos in Developing Career Opportunities and Motivation Among Students

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ABSTRACT

This Study delves into the role of career counselling expo for students' career development and motivation. The rapidly evolving landscape of careers, characterized by traditional research roles and emerging interdisciplinary fields, presents students with many career opportunities and challenges. Effective career counselling expo is crucial in helping students navigate this complex landscape. The study highlights students' unique challenges, such as the often-overwhelming number of career choices, the high academic demands, and the need for specialized skills and knowledge. Without proper guidance, students may struggle to identify and pursue the career paths that best align with their interests and strengths. The research methods include interviews with 20 teachers and focus group with 25 students in the form of 5 groups. The study found that counselors can help students develop a growth mindset, encouraging them to view challenges as opportunities for learning and growth rather than obstacles. By linking academic achievements to potential career outcomes, counselors can also help students see the relevance and importance of their studies, thereby increasing their motivation to excel academically. The findings indicate the importance of experiential learning opportunities, such as internships, research projects, and industry partnerships, which allow students to gain practical experience and insights into their chosen fields. These experiences not only enhance students' skills and knowledge but also provide valuable networking opportunities that can be crucial for career advancement. The study recommends well-being through career counselling expo, recognizing that stress and anxiety can significantly impact students' academic performance and career development.

Keywords: Career counselling expo, Career Opportunities, Motivation, Career counselling expo expos

INTRODUCTION TO CONTEXT OF THE STUDY

The graduate-level counselling expos represents a transformational stage in which students delve deeper into a subject and hone their specialized knowledge and skills (Johnson, 2019) though this path is not without obstacles. This is because students have to deal with the complex challenges of academic research, writing papers, and the impending transition to the professional world. The career decisions at this stage are often important and nuanced, requiring a comprehensive support system to guide individuals through complex career exploration, decision-making, and finding fulfilling opportunities (Anderson, 2017). The modern job market is marked by fast changes, evolving industries, and a growing need for versatile skill sets (Jones & Brown, 2020). In this context, the importance of career counselling expo becomes clear. Beyond traditional academic advising, advising interventions can provide graduate

students with individualized support, addressing the technical aspects of career development and the psychological and motivational factors underpinning success (Commentary *et al.*, 2016).

This study contends that career counselling expo when strategically integrated into the graduate Students framework, plays a transformative role in fostering career opportunities and sustaining motivation among students. By examining the various facets of career counselling expo, including career exploration, skill development, and psychological support, this research aims to provide insights into how career counselling expo contributes to the holistic development of graduate students, preparing them not only for the academic rigors of their programs but also for the challenges and possibilities awaiting them in their chosen professions (Johnston *et al.*, 2014). Through an exploration of career counselling expo's influence on career decision-making, job search strategies, professional skill acquisition, and motivational reinforcement, this study seeks to contribute to the existing body of knowledge on effective practices in graduate Students (Brown *et al.*, 2022).

Statement of the Problem

In the realm of graduate-level students, individuals often encounter a myriad of challenges that extend beyond the academic sphere. Two critical aspects that significantly impact the graduate student experience are identifying career opportunities and sustaining motivation throughout the rigorous student journey. Despite the acknowledged importance of these career counselling a gap exists in our understanding of the specific challenges graduate students face in these domains and the role that career counselling expo can play in addressing and mitigating these challenges. Therefore, this study points out the lack of focused attention on the unique opportunities and challenges of graduate students in existing research for an in-depth exploration of the role of career counselling expo in alleviating issues.

Objective of the Study

There are the following objectives:

1. To investigate the students' understanding of career counselling expo in developing career choices.
2. To explore the role of career counselling expo in developing students' careers and motivation.
3. To Examine the difficulties in career counselling expo for students' awareness of various career opportunities.

Research Questions

There are the following questions

1. How do you understand the role of career counselling expo for students?
2. How do students develop career opportunities and motivation through career counselling expo?
3. How do you perceive the difficulties with career counselling expos at universities?

Significance of the Study

Career counselling expo is vital in providing enhanced career opportunities for students using qualitative research methods. These methods include interviews, focus groups, and case studies, which help counselors gain deeper insights into the unique experiences, aspirations, and challenges faced by students. This understanding enables counselors to provide tailored guidance, assisting students in navigating the complexities of various career paths. This research also fosters a supportive environment for students to express their thoughts and feelings about their career choices, allowing counselors to identify common themes and trends. Through the analysis of qualitative data, counselors

may be discerning recurring themes and patterns that provide insightful information that guides the development of customized treatments and support services. This study anticipates to find the improved the of career counselling expo for the best interest of Students in university level. This breadth of knowledge improves the relevance and application of career counselling expo techniques, guaranteeing that they meet the particular requirements of students as they make decisions about their future careers.

REVIEW OF THE RELATED LITERATURE

Career counselling expo is defined as the process of helping a person obtain and use information and advice to solve or overcome current problems. Advice is highly information-dependent. A private, confidential meeting between a counselor and a client to discuss a problem or problems that the client may be experiencing is known as career counselling expo. It may involve discontent with the students life or a lack of purpose and direction. The purpose of career counselling expo is to improve overall quality of life by assisting them in creating coping mechanisms for dealing with life's obstacles. Counselors also offer their students private, secure environment in which to explore their feelings and thoughts and acquire an understanding of their actions and interpersonal interactions. Ultimately, career counselling expo is a cooperative process that fosters self-awareness and personal development. It can be a useful tool for those looking for assistance and direction in various areas of their lives (Valverde *et al.*, 2020).

Career counselling expo takes many forms to help people better understand themselves and others. This suggests that career counselling expo can be beneficial for people who have difficulty finding, building, and maintaining relationships. It is the ability to listen and respond to help others solve problems and realize their potential (Elsharnouby *et al.*, 2023). Furthermore, the career counselling expo involves talking to a person in a way that helps solve their problems and creating situations that help you understand their behavior, personality, and life situation. Moreover, it leads to improvement. It is a process that allows a person to solve problems and make decisions that affect their lives. The career counselling expo is often sought during times of change or crisis, but it is not always necessary as career counselling expo can help us at any point in life. It focuses on finding and understanding problems and emphasizes the importance of the mindset of professional relationships and self-set goals (Adeusi, 2017).

Students' academic and professional paths are greatly influenced by career counselling expo activities. These exercises improve academic performance by offering crucial advice on course selection, productive study habits, and learning techniques specific to scientific fields. Additionally, career development is supported by career counselling expo, which helps students explore their options, prepares them for interviews and resumes, and connects them with professional networks and internships. Beyond the classroom, career counselling expo fosters self-awareness, goal setting, and the improvement of interpersonal skills like communication and conflict resolution to promote personal growth. It also has a significant impact on stress management and mental health, giving students coping mechanisms for dealing with the demands of their studies and mental health support (Nemeh *et al.*, 2023).

Students can be effectively guided through their professional development journeys with the use of career counselling expo approaches. Many concepts, including developmental, person-centered, and cognitive-behavioral approaches, each provide distinctive techniques to address the requirements of these students. The person-centered approach places a strong emphasis on fostering an environment that is understanding and encouraging so that students can freely explore their values and interests. This encourages confidence in oneself and in one's ability to make career decisions. The goal of cognitive-behavioral techniques is to help students overcome obstacles they may face throughout their career exploration by focusing on improving their problem-solving abilities and eliminating any negative thought habits (Wong *et al.*, 2023).

Directive career counselling expo, another name for directive career counselling expo, is an organized method in which the counselor actively helps the client make decisions. After evaluating the client's problems, the counselor offers detailed recommendations, guidelines, and fixes. Using directive career counselling expo, the counselor actively assists the client in resolving their problems in a methodical and goal-oriented manner. This approach entails giving precise guidance, establishing precise objectives, and steering the dialogue to assist the client in coming up with workable answers (Archer *et al.*, 2020).

Nondirective career counselling expo, sometimes referred to as client-centered or person-centered career counselling expo, is a method in which the counselor offers the client a safe space to explore their thoughts and feelings without judgment. With this approach, the counselor focuses on active listening, empathy, and unconditional positive respect rather than offering advice or direction. The intention is to enable students to use introspection and self-examination to discover answers and insights on their own. This method encourages a profound sense of acceptance and understanding, assisting students in developing autonomy and self-assurance as they resolve their problems. In therapeutic contexts including psychotherapy, bereavement career counselling expo, and personal development coaching, where emotional support and personal development are valued highly, nondirective career counselling expo is frequently employed (Avolio *et al.*, 2020).

The counselor modifies their strategy considering the particular circumstances and preferences of the client. To meet each client's specific needs, eclectic therapy is a flexible and integrative approach that blends theories and practices from many career counselling expo approaches. Rather than rigidly following a single theoretical framework, eclectic counselors utilize a wide range of approaches, customizing their interventions according to the unique concerns, inclinations, and situations of each client. A more individualized and comprehensive approach that considers the client's emotional, cognitive, behavioral, and social aspects of life is made possible by this flexibility. Eclectic career counselling expo is appropriate for a wide range of individuals and changing requirements since it efficiently addresses complicated and multidimensional issues by using multiple strategies (Andrews & Ramji, 2020).

Career counselling expo for students is essential in addressing the multifaceted challenges they face throughout their academic and professional journeys. Given the demanding nature of programs, career counselling expo offers critical support in several areas. Academically, it helps students develop effective study habits, manage their time efficiently, and cope with the intense pressure of their coursework. Career guidance is another crucial aspect, as counselors assist students in exploring various career paths, understanding the requirements for different roles, and preparing for job searches or further education, such as graduate school. Additionally, career counselling expo enhances soft skills such as communication, teamwork, and leadership, which are important both in academic settings and future workplaces. It also aids in decision-making, helping students navigate critical choices about their studies and careers (Bilal *et al.*, 2019).

Career counselling expo in education is a crucial support system for students navigating the complexities of their academic and professional journeys in the scientific field. This form of career counselling expo addresses the unique challenges faced by students, including managing rigorous coursework and high academic demands. Counselors help students develop effective study habits, manage stress, and balance their responsibilities, thereby enhancing academic performance and motivation (Fatima *et al.*, 2020). Career guidance is a key component, with counselors assisting students in exploring various career paths within, preparing for internships, and applying to graduate schools.

Personal development is also emphasized, as career counselling expo aids students in building resilience, self-confidence, and coping strategies to handle the pressures and expectations associated with education. Additionally, career counselling expo focuses on enhancing essential skills such as critical thinking, communication, and teamwork, which are vital for success in scientific research and

professional roles. Mental health support is provided to address issues like anxiety and burnout, helping students maintain their well-being. Counselors also assist with decision-making, guiding students through choices related to their academic focus and career trajectory.

Career counselling expo and guidance play a pivotal role in enhancing student learning motivation by addressing various psychological, emotional, and practical factors that influence academic engagement. Counselors help students identify their personal goals and connect these goals to their academic pursuits, which fosters a sense of purpose and relevance in their studies. By working with students to set realistic, achievable goals and develop a clear plan for reaching them, counselors can increase students' motivation through a structured approach. They also provide support in managing academic stress and overcoming obstacles, which can otherwise lead to burnout and diminished motivation (Kapur, 2018).

Moreover, career counselling expo helps students build self-confidence and resilience by encouraging them to recognize their strengths and achievements, which can boost their motivation and commitment to learning. Through personalized strategies, such as developing effective study habits and time management skills, counselors equip students with tools that enhance their academic performance and make learning more manageable and rewarding. Additionally, career counselling expo can address any underlying issues such as anxiety, self-doubt, or external pressures that may hinder motivation, thereby creating a more positive and supportive learning environment (Maham & Bhatti, 2019). By fostering a strong, supportive relationship and offering tailored advice and encouragement, career counselling expo and guidance significantly contribute to sustaining and increasing students' motivation to learn and achieve their academic goals. The increased resilience and self-assurance are further benefits of the supporting relationship between the counselor and the student, both of which are necessary for maintaining motivation. Additionally, counselors assist students in forming productive study habits and time management techniques, which helps them overcome academic obstacles and increases their drive for success. All things considered, career counselling expo offers a comprehensive strategy for motivating students by addressing both internal and external variables that affect their desire to learn and succeed academically (Sujadi, 2018).

RESEARCH METHODOLOGY

Interview alternative perspectives on students' perspectives. Each strategy adds something special to the analysis of this research subject. The advantages of gathering information from several sources also enabled researchers to thoroughly analyze and confirm that their interpretation of the data was accurate. It is noted that the key aspects of teachers' perceptions, investigating the role of exploring the role of career counselling expo in developing career opportunities and motivation for students were relatively lower than in Pakistani qualitative studies. As a result, qualitative approaches such as those that are less commonly used include interviews, focus groups, and observations. Therefore, this study helps to explore the impact of assessment, especially on English proficiency, using qualitative methods such as semi-structured interviews. Semi structured interviews for this study were conducted with 20 of her teachers who teach at the University level. Interviews investigating the impact of work environment on the well-being and academic achievement of students. The questions are open and semi structured in such a way that the respondent can easily answer them quickly. To thoroughly verify such worries and goals, we have assembled questions to cover the difficulty of improving the work environment. These questions are also based on the researcher's experience as a university professor.

The study identified important aspects of student perceptions of the exploratory effect of the work environment in improving student well-being and academic performance. However, it has been shown that the frequency of qualitative studies published in Pakistan is relatively lower than that of other studies. As a result, qualitative approaches such as interviews, focus groups, and such observations are becoming less common. As a result, this research helps. to investigate the impact of assessment, particularly the work environment, using qualitative approaches such as focus groups. 5 Focus group interviews in this study were conducted. We thoroughly planned and carefully worded

the focus group interview with a complete discussion related to the interpretation of the questions. To explore these concerns and aims thoroughly questions were constructed in such a way that they could cover the difficulties for the improvement of the working environment. These questions are also based on the researcher's experience as a university lecturer. The reliability is ensured by conducting issue when conducting educational research awareness surveys. Reliability is about ensuring that your data collection methods are consistent and give similar results in different settings and at different times. Also, the validity, can be achieved with proper extent to which the instrument measures what the researcher intends to measure. The language used in the question is intentionally clear and has been checked by some teachers on the same subject. These teachers were familiar with the language used and understood the terms used in the interview question. Therefore, the validity of the contents of the interview question was guaranteed in this study. Moreover, we made contact with the participants and informed them about my research. we both agreed on the time. I met the participants according to the time given to them. they sign the consent form. The participants agreed to give me data. We assured the participants that the information would be kept private from everyone else. We recorded his voice with the participant's permission.

The following themes emerged from data

- The Role of Career counselling expo in Career Development for Students
- Enhancing Motivation and Academic Performance through Career counselling expo
- Career counselling expo for Emerging and Interdisciplinary Careers in
- Overcoming Barriers to Effective Career Career counselling expo
- Measuring the Impact of Career Career counselling expo Programs

Theme 1: The Role of Career counselling expo in Career Development for Students

Participants were inquired about the career counselling expo in career development. They were asked and probed to talk about using computers in developing a career development.

Subtheme 1: Importance of Early Career counselling expo

Collected data showed that most of the participants have three years of experience. They started Importance of Early Career counselling expo in the last three years.

For Example, a participant stated:

Early career counselling expo helps individuals identify and clarify their career goals, enabling them to make informed decisions about their future (T5).

Hence, this data indicates that a thorough review of the many job alternatives is provided by career counselling expo, which assists people in understanding the advantages and disadvantages of each sector. Regardless of geographical restrictions, these solutions provide rapid and dependable contact with colleagues, friends, and family.

Career counselling expo provides a comprehensive overview of various career options, helping individuals understand the opportunities and challenges associated with each field (GIS1).

Hence, this data shows that Users with computer literacy can join in online chat rooms and forums, enabling debates and the sharing of ideas on a variety of topics of interest.

Subtheme 2: Counselling Techniques for Career Exploration

The collected data showed that half of the participants favored the career opportunities. The majority of participants believe in career exploration career counselling expo techniques.

For Example, one participant stated:

Tools like the Strong Interest Inventory or Holland Code (RIASEC) are used to assess an individual's interests and match them with potential career paths (T3).

Hence, this data indicates that instruments like the Strong Interest Inventory and Holland Code (RIASEC) are utilized to evaluate a person's interests and align them with possible professional routes.

Subtheme 3: Addressing Career Confusion and Anxiety:

The collected data showed that all the respondents addressed career confusion and anxiety.

For example, a few participants noted that:

They provide a safe and supportive environment where students can express their fears, doubts, and confusion without judgment (T1).

This data indicates, offering a secure and encouraging setting where students can freely share their worries, uncertainties, and bewilderment without fear of being judged.

Few Participants stated that;

Offering strategies such as exercise, meditation, and time management techniques to help students cope with stress related to career decisions (G3S2).

Hence, this data show that, providing students with coping mechanisms to manage the stress associated with professional decisions, such as exercise, meditation, and time management approaches.

Theme 2: Enhancing Motivation and Academic Performance through Career counselling expo

Participants were asked about their academic performance. They were asked and probed to discuss their viewpoints and thoughts on motivation and academic performance through career counselling expo. They were asked about career opportunities in Pakistani universities.

Subtheme 1: Building a Growth Mindset

Collected data showed that most of the participants knew about the Showcase a development mentality in your behavior and mindset by embracing challenges, persevering through hardships, and learning from your failures.

For Example, one participant Asked:

Demonstrate a growth mindset in your actions and attitudes by showing how you embrace challenges, persist through difficulties, and learn from mistakes (T1).

Hence, this data shows that the Information people about neural plasticity, the brain's capacity to adapt and expand in response to knowledge and experience, reaffirms that skills may be developed.

One participant stated that:

Educate individuals about neuroplasticity the brain's ability to change and grow in response to learning and experience reinforcing that abilities can develop (G1S1).

Hence Acknowledge and appreciate accomplishments, no matter how minor, to maintain motivation and promote a growth mentality.

Subtheme 2: Addressing Career Confusion and Anxiety

The collected data showed that most of the participants were concerned about addressing career confusion and anxiety.

Provide a safe space for individuals to express their fears and concerns about their career paths without judgment (T1).

Hence, this data indicates that, provide techniques like physical activity, mindfulness, and efficient time management to assist people in managing the stress associated with their careers.

Subtheme 3: Strategies for Enhancing Intrinsic Motivation

Collected data indicated that the majority of participants were familiar with the Strategies for Enhancing Intrinsic Motivation. They believed it involves reflecting on past experiences to analyze, evaluate, and derive new meanings

Allow individuals to have a sense of control and ownership over their tasks and goals. Offer choices and involve them in decision-making processes related to their work or learning (G5S2).

This data indicates that, give them the freedom and opportunity to choose how they want to approach certain activities or projects. Autonomous people can assume responsibility for their work.

Theme 3: Career counselling expo for Emerging and Interdisciplinary Careers in

The participants were asked about their skills at the university level. They were probed to share their viewpoints and thoughts on career counselling expo for emerging and interdisciplinary careers in . Additionally, they were asked about the career counselling expo requirements at Pakistani universities

Subtheme 1: Identifying Emerging Career Trends in

Collected data showed that most of the participants were about the need for workers with expertise in algorithms, data analysis, and automation is being driven by the growing demand for careers in AI and machine learning across a range of industries, including healthcare, finance, and transportation.

For Example, one participant noted that:

Careers in AI and machine learning continue to expand across various industries, including healthcare, finance, and transportation, driving demand for professionals skilled in algorithms, data analysis, and automation. (T4).

This data show that, Highlights the importance of understanding both and policymaking processes, as well as skills in research, analysis, and advocacy.

Subtheme 2: Interdisciplinary Career Opportunities

Collected data indicated that most participants easily expanded their knowledge and explored Interdisciplinary Career Opportunities.

For Example, one participant noted that:

Highlight the growing importance of interdisciplinary approaches in careers. Discuss emerging fields that blend with other disciplines, such as bioinformatics, environmental, and health informatics (G4S3).

Strategies for connecting with professionals in interdisciplinary fields. Emphasize the importance of attending conferences, joining professional organizations, and participating in online communities.

Theme 4: Overcoming Barriers to Effective Career Counselling

Participants were asked about how Overcoming Barriers to Effective Career counselling expo could help them in their careers. They were questioned and encouraged to discuss the benefits of career counselling expo for their career.

Subtheme 1: Common Obstacles Faced by Students

Collected data showed that most of the participants easily grew up with our knowledge and other experiments.

For Example, one participant noted that:

disciplines often involve complex theories, concepts, and mathematical calculations that can be challenging to understand and apply. Students may struggle with mastering foundational knowledge and integrating concepts across different disciplines (T1).

Hence, programs can involve demanding coursework, lab work, and assignments that can add significantly to the workload. Proficiency in time management is essential in juggling academic obligations with extracurricular pursuits.

students need to communicate their research findings, analyses, and conclusions effectively through written reports, papers, and presentations. Developing strong writing and com (G5S1).

This data indicates that through written reports, articles, and presentations, students must effectively communicate their study findings, analyses, and conclusions. Growing solid writing and communication.

Subtheme 2: Improving Access to Career counselling expo Services

The participants were asked about the skills that could improve access to career counselling expo services

Promote awareness about the importance of mental health and the availability of career counselling expo services through campaigns, workshops, and informational sessions. Educate students, employees, and the community about the benefits of career counselling expo and how to access services (T3).

Hence, Reduce the stigma associated with mental health problems by encouraging candid conversations, strengthening empathy, and normalizing actions related to getting assistance. Establish a welcoming atmosphere where people can seek career counselling expo without worrying about prejudice or condemnation.

Implement outreach programs to reach underserved populations, including minority groups, rural communities, and individuals with limited access to healthcare services. Use diverse communication channels such as social media, community events, and partnerships with local organizations (G5S1).

Hence, launch outreach initiatives to connect with marginalized communities, such as racialized and ethnic minorities, those living in remote areas, and people who have little access to healthcare. Make use of a variety of communication platforms, including social media, neighborhood gatherings, and collaborations with nearby organizations.

Theme 5: Measuring the Impact of Career counselling expo Programs

Participants were inquired about the limitations of using videos in the physics laboratory. They were asked and probed all about the limitations of the video to watch the video in the physics laboratory.

Subtheme 1: Collaborations and Partnerships for Program Evaluation

Collaborate with internal teams, including program managers, staff, and administrators, who have deep knowledge of program operations, goals, and outcomes. Their insights can inform evaluation design and data collection (T3).

Hence, work together with internal teams made up of administrators, personnel, and program managers who are well-versed in the objectives, aims, and operations of the program. Their knowledge can help with data gathering and evaluation design.

Partner with universities or research institutions to access academic expertise, research methodologies, and evaluation frameworks. Collaborative research projects can enhance credibility and rigor in evaluation practices (T5).

Hence, collaborate with academic institutions or research centers to have access to research methodology, assessment frameworks, and academic knowledge. Research collaborations can improve the validity and thoroughness of assessment procedures. Qualitative data suggests that career counselling expo significantly impacts students' career development and motivation. Counselors offer personalized guidance and support tailored to each student's skills and goals, helping them better understand their career interests and aspirations. This individualized approach increases motivation and dedication to studies, as students have clear professional objectives and effective plans to achieve them. Career counselling expo also addresses emotional and academic challenges, reducing stress and boosting self-esteem in students. Feedback from students indicates that regular career counselling expo sessions help them become more self-aware and establish a clearer career path, motivating them to pursue and excel in their chosen scientific subjects.

DISCUSSIONS

Career counselling expo comes in various forms and aims to help people better understand themselves and others. It can be particularly beneficial for those who struggle with forming and maintaining relationships. Career counselling expo involves the art of listening and responding to help others solve problems and reach their full potential. It is about assisting others in finding the right answers by analyzing situations and facts is likewise to (Perry *et al.*, 2025). This should be done tactfully, without trying to influence the client's values and beliefs. Career counselling expo entails talking to individuals

in a way that helps them address their problems and gain insight into their behavior, personality, values, and life situations, ultimately leading to personal development (Grinnell *et al.*, 2025). It is a process that empowers individuals to solve problems and make decisions that impact their lives. While career counselling expo is often sought during periods of change or crisis, it is not limited to those times and can be valuable at any stage of life is similar with (Ayeni *et al.*, 2024).

It focuses on identifying and understanding problems and underscores the importance of maintaining professional relationships and setting personal goals (from the client's perspective). It is important to distinguish career counselling expo from giving advice or instructions. Furthermore, it should be noted that career counselling expo is an ethical profession is likewise to (Lam & Santos, 2018). According to the gathered data, most participants were familiar with the Showcase, which promotes a growth mindset by embracing challenges, persevering through hardships, and learning from mistakes. For example, a participant asked, "How do you embrace challenges, persevere through hardships, and learn from mistakes to demonstrate a growth mindset in attitudes likewise to (Hayati & Sujadi, 2018).

This study suggests that people should be educated about neuroplasticity, which is the brain's capacity to expand and adapt in response to information and experience, to reaffirm that skills can be developed. Individual career counselling expo is one of the most common types of career counselling expo. Through one-on-one sessions between a counselor and a client, individuals can express their concerns, challenges, and goals in a confidential and nonjudgmental environment. Individual therapy provides a personalized approach to addressing the client's needs and challenges is similar with (Jäckel-Visser *et al.*, 2021). The counselor can offer support, guidance, and practical solutions to help students work through their problems and achieve positive changes. Group career counselling expo is highly effective in addressing difficulties such as addiction, loss, social skills, and interpersonal relationships. Family career counselling expo focuses on the dynamics and challenges within a family system. In family career counselling expo sessions, all or some family members participate, and the counselor helps them communicate openly, understand each other, and solve problems together is likewise to (Mata-López & Tobón, 2018).

The significance of career counselling expo in career development for students is examined in this chapter. Competent coaching is becoming increasingly important to help students make decisions that align with realistic career prospects as careers evolve (European Proceedings, 2017). The review of literature will explore existing research on the value of career counselling expo, especially in the context of education. It will also shed light on the challenges students face and the methods counselors use to support them is likewise to (Savickas, 2019). The theoretical frameworks supporting career counselling expo will be outlined, including important concepts such as self-efficacy, vocational decision-making processes, and the impact of social and educational factors is likewise to (Beam, 2016). The study will then explore empirical research demonstrating the effectiveness of different career counselling expo strategies designed specifically for scientific students. This review aims to address the need for more studies into career counselling expo strategies that work for the scientific profession and provide a framework for how focused career counselling expo activities can support the career development of scientific students by synthesizing these findings is similar with (Maree, 2020).

CONCLUSIONS

It is essential to conduct effective program evaluations to understand the impact, efficiency, and sustainability of different initiatives. Evaluations help organizations measure effectiveness and long-term impact, ensuring that programs meet their goals and adapt to changing needs. Using qualitative data is important for gaining a comprehensive understanding of outcomes. Collaborations and partnerships with diverse stakeholders, including program staff, beneficiaries, community organizations, academic researchers, and funders, are critical to enhancing the evaluation process. The recommendations can further advance program evaluation practices. Establish and nurture partnerships across various disciplines and involve all relevant stakeholders in the evaluation process.

This includes regular communication, feedback loops, and shared decision-making. Engaging stakeholders ensures the evaluation considers all viewpoints, making the findings relevant and actionable. Counselors guide students in navigating complicated job prospects and matching their interests and strengths with viable career paths by offering individualized coaching. This support is essential for helping students develop a greater awareness of the wide range of career options in and motivating them to follow their passions and skills. Additionally, career counselling expo interventions support the growth of critical abilities like problem-solving and decision-making, which are necessary for success in scientific fields. Career counselling expo in eventually catalyzes academic accomplishment and long-term professional fulfillment by addressing students' anxieties, removing ambiguities, and improving their confidence. The study recommends the following university administration and HEC authorities. Universities should incorporate career counselling expo services early in the academic curriculum for students. By introducing career counselling expo sessions during the initial years of study, students can receive timely guidance on exploring various career options, setting realistic goals, and identifying the skills they need to develop.

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