

From Delivery to Co-Creation: Rethinking HyFlex for Sustainable Higher Education

N.A. Kamaruzaman

Department of Communication, Faculty of Modern Languages and Communication,
Universiti Putra Malaysia, 43400, Serdang, Selangor, Malaysia

e-mail: nurkamaruzaman@upm.edu.my

Higher education institutions are increasingly challenged to respond to technological change, evolving workforce demands, and societal expectations for inclusive and sustainable learning. While Hybrid-Flexible (HyFlex) learning has gained attention for its flexibility and capacity to widen access, its adoption is often limited to instructional delivery rather than being leveraged as a collaborative mechanism connecting academia, industry, and learners. This paper argues that sustainable higher education requires a co-creation approach in which learning design is shaped through shared participation across sectors. This conceptual paper proposes a participatory HyFlex framework for industry-linked learning that integrates flexible learning structures, digital platforms, and participatory communication practices. The framework positions dialogue, feedback, and shared decision-making as central processes that enable universities, industry partners, and learners to collaboratively design meaningful learning experiences. Through authentic industry engagement and learner participation, the proposed model supports alignment between academic learning outcomes, workforce readiness, and societal needs. By reframing HyFlex learning as an ecosystem rather than a delivery mode, this paper highlights its potential to promote sustainable skill development, inclusive access, and lifelong learning. The paper concludes by discussing implications for higher education institutions and industry stakeholders seeking to strengthen collaborative learning models that contribute to social and educational sustainability.

Keywords: HyFlex Learning; Co-Creation; Sustainable Higher Education; Participatory Communication; Industry-Linked Learning