5. Methodology : Ariston Interest Alignment (AIA)

AIA Model is an augmented version of the classic AIA model, which was originally developed by John Holland (1959) to classify and measure vocational interests. While the traditional RIASEC model was highly influential, it was broadly defined and lacked the granularity needed to differentiate modern career paths, academic streams, and interdisciplinary domains. AIA Model expands upon the original six AIA factors, breaking them down into 11 distinct sub-factors to provide a more accurate and personalized career interest profiling system.

This methodology describes the development, rationale, and application of AIA Model, explaining the expansion of the original RIASEC model, the reasoning behind the 11 sub-factors, and how it enhances career and academic guidance in today's complex and rapidly evolving landscape.

Exhibit 5.1