

“A study on the expectation level of the Corporate’s and job seekers potential” – Coimbatore.

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ABSTRACT:

All job has a set of requirements and characteristics. Mastering the skills is a necessity for most activities in work place. Since globalization demands the companies to be more competitive in management system, employers required their potential engineers for “competencies and capabilities” in soft skills in addition to excellent academic degrees .Economic recession and the trend towards globalisation have influenced the Indian employment system. In some other countries, for a quite some time, the lack of specialist in engineering has caused a problem to its ‘economic development. In order to survive in the global market, employers began new approach to recruit new engineers. Most companies demand engineering graduates to owned sufficient skills and abilities to work immediately. This can be seen in their advertisement for vacancies. Only those who fulfil the requirement and high skilled graduates will succeed. As a result of these demanding requests from employers, the number of unemployed graduates increased.

Key words: Competencies, Capabilities, Recession, Globalisation

1. INTRODUCTION

Empirical analysis is a way of gaining knowledge by means of direct and indirect observation or experience. Empiricism values such research more than other kind. Empirical evidence (the record of one’s direct observation or experience) can be analyzed qualitatively or quantitatively. Human resource stands out since it’s a live entity; it’s the unifying factor among all the resources since in its absence the others automatically cease to exist. In the world today Human resource has grown to unexpected levels, it has gone beyond planning, sustaining ,controlling, monitoring and developing since it is now actively contributing to the core of the organizations through Human resource audit. This shows that there is a paradigm shift in the way Human resource is perceived. Human resource professionals greatly influence determination of any organization’s strategic planning through bringing new skill sets, accurate forecasting and filling the human resource needs. Their skills influence the organization mostly in developing, hiring and training, both the new and the experienced resources.

In this study, the author focuses on the corporate expectations from Management studies in Coimbatore. This can also be referred to as their perception of the scenario after college. Is it influenced by the individual graduate or is it as a result of the education that they receive from the Universities? What is

their opinion regarding the relevancy of the training attained in college in relation to their corporate expectations? The main aim of university education today is molding and furnishing students to be ready to face the challenges and responsibilities in their future. This therefore requires the education be value based with the ability to synthesize the morals of the student individually. It has been very compelling to the education system to give high quality education which meets the international standards this is with regard to the global demands, technology and scenario on the inception of skills on the input side and the fast changing products and services on the output side. The main reasons being lack of advanced teaching and learning process, reduced investments, and missing out in research involvement. Due to this ever growing demand for high quality education and the minimal resources being provided by the government the private sector has venture in this field in a mighty way in India today. In the world at large, the top universities are the major influencers of the results in the private sector, these are such as Stanford and Harvard.

2. OBJECTIVE OF THE STUDY

- To know the corporate expectations from job seekers.
- Identify and evaluate the relationship between organizational attractiveness and job seekers behavior to apply for a job vacancy
- To identify the challenges faced by the corporate towards candidates.

3. REVIEW OF LITERATURE

- *“Timothy D. Wells and Christne Sevilla”*. “Industry Requirements Versus Academic Programs” (2013)¹. They analyzed on the various situations faced by the job seekers and the importance of the quality and competencies they need to possess .
- *“M. Vijayakumar and Dr. S. Ramalingam”*(2013)². In a study on competency needs analysis and quality factors for fresh recruits they focused on the method and process used by the companies including the strategies and the challenges that they face. They took into consideration what the employers expect and what the candidates offer as their key competencies. They tried to bring out the factors that are commonly considered in the interview and their order of preference
- *Agata Pradela*(2012)³ In the article “Management education in the context of labor market requirements and expectations” - Polish experiences' has studied on the process of Management education. He highlights system solutions of Management education and activities that support Management education such as career service, technology transfer, co-operation between employers and universities, and research on matters relating to students“ and graduates“ careers.

The author has come up with the determinants and perspectives of Management education .

- *Prof. Neeraj K. Dubey, Dr. Saurabh Goyal, Prof. Ravindra Pathak, Dr. Uday Singh Rajput (2012)⁴*
In the paper “An Empirical Study on Expectations of Industry from Academia”, tried to explore gap between industry expectations and quality of recent college graduates.

4. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. Descriptive research design is adopted for the present study. This study is mainly based on primary data which has also been gathered from different persons in the age group of 25-above 45 .These data were collected from the employees of the company through questionnaire. The researcher adopted simple random sampling technique for selecting the sample for the study. The size of the sample is 100. Percentage method, Chi square, ANOVA, Correlation were used for analysis.

5. ANALYSIS AND INTERPRETATION

5.1 Socio Economic Profile and other Categories of Employees

| Category | Variables | No of Respondents | Percentage |
|--------------------------|-----------------|-------------------|------------|
| Age | 25 to 30 | 51 | 51 |
| | 30 to 35 | 30 | 30 |
| | 35 to 40 | 13 | 13 |
| | 45 and above | 6 | 6 |
| | Total | 100 | 100 |
| Gender | Male | 80 | 80 |
| | Female | 20 | 20 |
| | Total | 100 | 100 |
| Contribute to Innovation | Strongly Agree | 54 | 54 |
| | Agree | 35 | 35 |
| | Neutral | 3 | 3 |
| | Disagree | 5 | 5 |
| | Highly Disagree | 3 | 3 |
| | Total | 100 | 100 |
| Ability to reach goal | Strongly Agree | 63 | 63 |
| | Agree | 25 | 25 |
| | Neutral | 3 | 3 |
| | Disagree | 3 | 3 |
| | Highly Disagree | 6 | 6 |
| | Total | 100 | 100 |
| Communication skill | Strongly Agree | 59 | 59 |

| | | | |
|-------------------------------------|-----------------|------------|------------|
| | Agree | 36 | 36 |
| | Disagree | 3 | 3 |
| | Highly Disagree | 2 | 2 |
| | Total | 100 | 100 |
| Confidence and spirit | Strongly Agree | 67 | 67 |
| | Agree | 21 | 21 |
| | Neutral | 7 | 7 |
| | Disagree | 2 | 2 |
| | Total | 100 | 100 |
| Ethics at work place | Strongly Agree | 45 | 45 |
| | Agree | 45 | 45 |
| | Neutral | 1 | 1 |
| | Disagree | 5 | 5 |
| | HighlyDisagree | 4 | 4 |
| | Total | 100 | 100 |
| Contribution towards company growth | Strongly Agree | 67 | 67 |
| | Agree | 26 | 26 |
| | Neutral | 2 | 2 |
| | Disagree | 3 | 3 |
| | Highly Disagree | 2 | 2 |
| | Total | 100 | 100 |
| Improvement towards brand name | Strongly Agree | 58 | 58 |
| | Agree | 31 | 31 |
| | Neutral | 3 | 3 |
| | Disagree | 2 | 2 |
| | HighlyDisagree | 6 | 6 |
| | Total | 100 | 100 |
| Cooperation with co workers | Strongly Agree | 46 | 46 |
| | Agree | 40 | 40 |
| | Neutral | 9 | 9 |
| | Disagree | 1 | 1 |
| | Highly Disagree | 4 | 4 |
| | Total | 100 | 100 |
| Technical knowledge related to job | Strongly Agree | 54 | 54 |
| | Agree | 32 | 32 |
| | Neutral | 1 | 1 |
| | Disagree | 8 | 8 |
| | Highly Disagree | 5 | 5 |
| | Total | 100 | 100 |

Source: Primary data

Table 5.1 depicts that 25-35 is the age where more number of individuals seek job as it is the age where individuals complete their graduation and the other category people search for a better job than the one they possess.

The above table shows that 80% of the respondents are male and 20% of the respondents are female. By which male are seeking jobs compared to female

Respondent says that increase in knowledge leads to more of innovative ideas and technique inside the organization . Innovation leads to fast development of organization and their carrier

Majority says that ability of reaching the goal or target inside the organization is easier whereas less number of individuals says that they highly disagree for the statement

In this table majority of the respondent agree that communication is more important for the development of company as well as their personal carrier , only less number says that communication is not needed that much for improvement

High number of employees says that they are highly confident over their work and possess high spirit towards their work .Some says that only spirit is needed towards the work and over confidence should not be there

Majority of the employees conclude that ethics is more important in the working environment to possess a friendly relationship and being ethical towards the organization is highly needed for the success of the organization and to beat the competitors

It is mandatory that everyone should join their hands for the growth of the organization and for the achievement of the companies goal.

Majority of the employees says that team work is more needed in the organization in order to create improvement in performance inside the organization. Only less people suggest that work group is not needed for the performance

All the employees in the organization should unite towards for creating a brand name for the company and should have high involvement in the work.If involvement is becoming low automatically growth of the organization will decrease.

It is evident that there is a good relationship needed among the employees and the worker should have cordial relationship between the higher official .This enhances the proper flow of information.

5.2 Chi-Square Tests

Chi-square between domain knowledge and skills that will help to contribute to innovation in the workplace

| | Value | df | Asymp. (2-sided) | Sig. |
|--------------------|---------------------|----|---------------------|------|
| Pearson Chi-Square | 10.010 ^a | 8 | .264 | |
| Likelihood Ratio | 14.292 | 8 | .074 | |
| Linear-by-Linear | 6.992 | 1 | .008 | |

| | | | |
|------------------|-----|--|--|
| N of Valid Cases | 100 | | |
|------------------|-----|--|--|

INTERPRETATION

From the above chi-square table it is referred that the calculated value is .264 is greater than our chosen significance level ($\alpha = 0.05$), we do not reject the null hypothesis and alternate hypothesis is rejected. Rather, we conclude that there is not enough evidence to suggest an association between domain knowledge and Skills that will help to contribute to innovation in the workplace.

5.3 ONE WAY ANOVA

ANOVA test between age group and capability to achieve results

Null Hypothesis (H0): There is no significant difference between age group and capability to achieve results

Alternative Hypothesis (H1): There is significant difference between age group and capability to achieve results

Descriptives

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Min | Max |
|--------------|-----|------|----------------|------------|----------------------------------|-------------|-----|-----|
| | | | | | Lower Bound | Upper Bound | | |
| 25 to 30 | 51 | 1.71 | 1.238 | .173 | 1.36 | 2.05 | 1 | 5 |
| 30 to 35 | 30 | 1.77 | 1.194 | .218 | 1.32 | 2.21 | 1 | 5 |
| 35 to 40 | 13 | 1.23 | .439 | .122 | .97 | 1.50 | 1 | 2 |
| 45 and above | 6 | 2.00 | .000 | .000 | 2.00 | 2.00 | 2 | 2 |
| Total | 100 | 1.68 | 1.118 | .112 | 1.46 | 1.90 | 1 | 5 |

Test of Homogeneity of Variances

| Levene Statistic | df1 | df2 | Sig. |
|------------------|-----|-----|------|
| 4.277 | 3 | 96 | .007 |

ANOVA

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|----|-------------|------|------|
| Between Groups | 3.497 | 3 | 1.166 | .931 | .429 |
| Within Groups | 120.263 | 96 | 1.253 | | |
| Total | 123.760 | 99 | | | |

INTERPRETATION

From the above ANOVA, F value is 0.931 which is greater than its significance 0.429 and the Significance of test of homogeneity variances is 0.007 which is less than level of significance 0.05 so null hypothesis is rejected and alternative hypothesis is accepted so we can conclude that there is significant difference between capability to achieve results under different age group.

6.SUGGESTION

With increasing globalization, organizations now need to be world class organizations in order to compete. Hence, future research should include other variables like innovativeness and leadership qualities into the model. In order for the results to be generalized to the entire population, the sample size should be increased to cover the whole population of students in local universities and colleges as well as employers from various industries all over India.

This study provides students with an insight on employers' perceptions of work skills and their expectations from entry-level job seekers. Poor communication and analytical skills, unrealistic expectations and lack of experience are perceived by employers as weaknesses of many local business school graduates. Therefore, students should strive to increase their own level of competency by enhancing their strengths and improving their weaknesses and not be solely dependent on the university to provide them with the knowledge, skills and abilities needed to succeed in the real business world.

CONCLUSION

Using the results from the survey, the following conclusions can be inferred based on the analysis of the data collected. The graduates are of the opinion that skills they gained from training in college were not sufficient since they did not include exposure to interviews and other employability skills such as assistance and guidance in interview preparation. Approximately 98% of the graduates are aware that

positive attitude plays a major role in acquiring and maintaining a job placement. Most institute focused on applying general management principles and an elective based methodology which is supposed to provide some understanding of a functional However, the reality is that this specialization is only indicative of the interest of the candidate and the reality is that corporate will start asking for more specialized knowledge that is particular to a specific profession and can only be developed over time. This means that corporate need people who are still willing to learn and adapt rather than rest on the laurels of their courses .One needs to understand that corporate are looking for both intellect, consistency in performances across your education and professional backgrounds and skills relevant to their business.

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