

A STUDY ON DREAM JOB ASPIRATIONS OF FRESH MBA GRADUATES IN PUDUCHERRY

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ABSTRACT

Youth have been playing quite a significant role in almost every country of the world as they possess the zeal and vigour necessary to create opportunities for national development. Youths shoulder responsibility for the future development of the country. Therefore, the development and harnessing of the talents and energies of youth towards constructive channels has always engaged the attention of a country's planners and policy markers. One of the most effective ways of development and channeling the potentials of youth towards creative purpose is through the youth clubs. They help young people to develop themselves physically, mentally, socially and economically and prepare them to meet effectively the future challenges of life. At present, the youths are having different needs, aspirations, attitudes, habits and values of life. The development of personal, social, economical and spiritual aspects of youth are possible, only when their needs, aspirations, attitudes, habits and values of life are recognized early and guided properly. Therefore, in this context present study was undertaken to know the dream job aspirations of fresh MBA graduates and also to study the various influencing factors by the students while choosing a particular job

Keywords: Dream Job aspirations, Globalization, Students, Constructive channels and development.

I. INTRODUCTION

In India, according to 2001 census 35.5 percent of youth population is present of the total population in which 70 per cent were rural youth and the remaining 30 per cent were urban youth. As, majority of the youth considered as the nation builders of tomorrow comes from rural areas. This important section of the rural population can respond to the needs of country only if they are offered fruitful opportunities for growing up as useful citizens.

Youth have been playing quite a significant role in almost every country of the world as they possess the zeal and vigour necessary to create opportunities for national development. Youths shoulder responsibility for the future development of the country. Therefore, the development and harnessing of the talents and energies of youth towards constructive channels has always engaged

the attention of a country's planners and policy markers. One of the most effective ways of development and channeling the potentials of youth towards creative purpose is through the youth clubs. They help young people to develop themselves physically, mentally, emotionally, socially and economically and prepare them to meet effectively the future challenges of life.

India has the largest youth population in the world, consisting of one-third of its entire population. With expansion of IT services and other industries, India is experiencing a job boom and a tremendous growth in employment for the youth. According to Business Today estimates, "at least 2.2 million jobs will be created in India's private sector over the next two years." India will have great intellectual pool, but lacks middle management and the leadership to harness it. Few college graduates enter the workforce with the skills needed to contribute to their company. Young Indians in general are earning more and even daring to lead new lifestyles. However, the lure of money is also making youngsters drop out of college to take up jobs that pay much more than what they can ever get from their parents. The most promising Indian youth are experiencing healthy salaries by doing grunt work for others. Along with that Youth in the modern world develop a global consciousness that allows them to identify with a worldwide culture dominated by ideals of individualism, free market economics, and democracy, choice in freedom, individual rights, ready to change, and differences in tolerance. They are able to communicate with diverse people through direct access and sharing of information through the Internet. Youth also retain a sense of their local culture in their daily lives, although this is modified by globalization. For example, many young Indians willingly defer to arranged marriages by tradition. Some youth choose to become part of a self-selected culture that provides more tradition and structure than their globalized surroundings. As global and local cultures mix, youth are developing their unique identities in type of hybrid. While their career aspirations are driven by ideals of globalization, they are also influenced by a sense of duty to family and obligation to tradition.

At present, the youths are having different kinds of needs, aspirations, motives, ethics, habits and values of life. The development of personal, professional, social, economical and spiritual aspects of youth are possible, only when their needs, aspirations, attitudes, habits and values of life are recognized in the right way at right time and given guided properly. Therefore, in this context present study was undertaken to know the dream job aspirations of fresh MBA graduates and also to study the various influencing factors by the students while choosing a particular job.

Objectives of the study

The primary objective of the study was to know the dream job aspirations of fresh MBA graduates.

The secondary objectives are:

1. To find influence of demographics factors with the various factors of job.
2. To know the importance given to various factors by the students while choosing a job.
3. To identify the most important factors and least important factors those are considered by the students while choosing a job.
4. To identify the reasons behind candidates interested in IT and non-IT jobs respectively.

II. RESEARCH METHODOLOGY

Type of research

The study explores the student s' preferences, influences and selection of the particular job in Puducherry. Taking into the opinions of the students into consideration, descriptive research has been adapted for the study. A survey was conducted among the MBA students in Puducherry with the help of a questionnaire

Area for study

The study was confined to MBA students of 1st and 2nd year from different colleges in Pondicherry. The target respondents of the study are the fresh MBA graduates of 1st and 2nd year from different colleges in Pondicherry and few from other colleges.

Description of sample and sample size

The sample consists of 320 fresh MBA graduates of 1st and 2nd year. 238 responses are collected directly by questionnaire from Department of Management Studies, Department of International Business, Department of Banking Technology in school of management, Pondicherry University and Rajiv Gandhi College that belong to Pondicherry University, Pondicherry. 82 responses are collected from different places through online survey from other MBA colleges in around Puducherry.

Sampling method

The sampling methods adapted for this study were judgment and convenience sampling based the respondents

Data Sources

The required data is collected through primary and secondary sources. The primary data were collected through questionnaire followed by the discussions with students directly and through online. Secondary data is collected through books, magazines, journals and websites.

Data collection procedure

The data was collected from the respondents through questionnaire having multiple choices and 5 point rating scale i.e. Likert scale. The questionnaire consists of two parts. The first part consists of multiple choice questions which identifies the details of the respondents such as gender, native place, UG background etc. The second part consists of 5 point rating scale questions which addresses various factors considered by students while choosing a job.

Research hypothesis

The following are the hypothesis developed for the study

Ho1: There is no significant difference amongst the gender and all job factors.

Ho2: There is no significant difference amongst native place and all job factors.

Ho3: There is no significant difference amongst interested job and all job factors.

III. DATA ANALYSIS

Gender of the respondents

Gender can influence job aspirations in terms of the roles, men and women are expected to play. The Table 1 shows the distribution of respondents on the basis of gender. It can be inferred that 70 percent of the respondents are Males, 30 percent of the respondents are Females.

Native place of the respondents

Place denotes the preferences in the dream job. The Table 2 shows native place of the respondents. It can be inferred that 37.8 percent of the respondents are natives of Pondicherry, 62.2 percent of the respondents are natives of other places.

Interested jobs of the respondents

Interested job here refer to preference to IT or Non-IT jobs. The Table 3 shows interested job of the respondents. It can be inferred that 23.4 percent of the respondents are interested in IT jobs, 76.6 percent of the respondents are interested in non-IT jobs. It leads most of the respondents are preferring Non-IT jobs.

UG of the respondents

Most of the students based on the UG, their preference future job will depend. In order to ascertain their basic UG degree, the Table 4 shows UG of the students. It can be inferred that 33.1 percent of the respondents are from B.Tech, 20.9 percent of the respondents are from B.Com, 13.4 percent of the respondents are from B.Sc, 10.3 percent of the respondents are from BBA & BBM, 9.1 percent of the respondents are from others (BA, BCA, BL, B.Ph, BPT) and 13.1 percent of the respondents didn't mention their UG. It leads to conclusion that most of the students are B.Tech.

Prefer factor of the students from the Job

There are most preferring factors of the students from the future job. The Table 5 shows the prefer factor of the students from future Job. From total means and their respective ranks of all the factors, it can be inferred that career growth is the most important factor followed by job security and job description respectively. Influence by parents/relatives is the least important factor followed by influence by friends/seniors and service agreement.

Interested job and UG

Generally interested job will depend the type of UG degree. The Table 6 shows relation between interested job and basic UG degree. It is clear that most of the students from all the UG backgrounds prefer non-IT jobs compared to IT jobs. IT jobs are preferred most by B.Tech students and least by B.Com students. It leads to conclusion that Non-IT jobs are preferred most by B.Com students and least by B.Tech student.

Gender and job factors

Gender will have influence in choosing a particular job. Males prefer some job factors and female prefer some other job factors. Male to female preferences in choosing job factors differ. In order ascertain these, the Table 7 shows influence between gender and job factors. It shows that, there is no significant difference amongst gender of the respondents and most job factors like Compensation, Job description, Career growth, Job security, Relocation possibility etc, In some factors, there is a significant difference amongst gender of the respondents and some job factors i.e. brand and transport facilities. It leads to conclusion that both males and females are giving more equally importance to the most of the job factors and null hypothesis is accepted.

Native place and job factors

Native place will have influence in choosing a particular job factors. The Table 8 shows the relation between the native place of the respondents and job factors. It shows that, there is no significant difference amongst native place of the respondents and most job factors and in some factor, there is a significant difference amongst native place of the respondents and some job factors i.e. career growth and transport facilities. In specific, natives of Pondicherry are giving more importance to the job security and natives of others are giving more importance to the career growth and null hypothesis is accepted.

Interested job and all job factors

Choosing IT or Non-IT job will have influence in choosing a particular job factors. The Table 9 shows the relation between the interested job of the respondents and job factors. There is a significant difference amongst interested job of the respondents and some job factors i.e. brand, on-site opportunities, work from home option, shifts at work, transport facilities and training opportunities. In specific, respondents interested in IT job are giving more importance to the job security and respondents interested in non-IT job are giving more importance to the career growth.

IV. FINDINGS OF STUDY

Most of the students from all the UG backgrounds prefer non-IT jobs compared to IT jobs. Career growth is given most importance by the respondents followed by job security and job description respectively. Influence by parents/relatives is given least importance followed by influence by friends/seniors and service agreement. IT jobs are preferred most by B.Tech students and least by B.Com students. Non-IT jobs are preferred most by B.Com students and least by B.Tech students. Males and females are giving more importance to the career growth. Natives of Pondicherry are giving more importance to the job security and natives of others are giving more importance to the career growth. Respondents interested in IT job are giving more importance to the job security and respondents interested in non-IT job are giving more importance to the career growth. Respondents having B.Tech, B.Com, B.Sc and others as UG are giving more importance to career growth, respondents having BBA and BBM as UG are giving more importance to job security and other unfilled respondents are giving more importance to brand.

V. SUGGESTIONS

The following factors should be considered while fine tuning the recruitment strategy: brand, transport facilities, career growth, on-site opportunities, and

work from home option, training opportunities, compensation, job description, job security and shifts at work.

Organization should provide good career growth for their employees so that more number of candidates will apply for a job in the company as it is rated as most important factor.

Organization should create a working environment where job is secured as it is rated as one of the important factor.

Organization should frame job descriptions which are apt for the respective jobs as it is rated as one of the important factor.

Organizations should try to avoid the service agreements to the extent cases possible.

As IT jobs are preferred less by all the candidates compared to non-IT jobs, organization should do a comparative study among choice of IT and non-IT jobs to find the gaps.

Candidates with UG as B.Tech should be considered as target segment as they are much interested in IT jobs.

As IT jobs are less preferred by B.Com students who are good in number, organization should try to concentrate more on them.

As it is found that natives of Pondicherry are giving more importance to the job security, candidates from Pondicherry can be attracted by concentrating on that factor.

As it is found that natives of other places are giving more importance to career growth, candidates from those places can be attracted by concentrating on that factor.

Organization should concentrate on job security so that the candidates recruited can be retained and should concentrate on career growth to attract the candidates interested in non-IT job towards the IT job.

VI. CONCLUSION

The recruitment strategy identifies the missing skills and competencies in the organization. The organization with the innovative recruitment strategy attracts best talents available in the job market. There are many factors to consider when choosing a career, whether it is first job or in the middle of changing careers. It is necessary for any company to consider these while forming the recruitment strategy. The findings in this study will help the organization to consider the important factors chosen by the fresh graduates while fine tuning the recruitment strategy. This helps them to attract more number of potential candidates and retain them

VII. REFERENCES

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Table .1 Gender of the respondents

Gender	Frequency	Percentage
Male	224	70.0
Female	96	30.0
Total	320	100.0

Table . 2 Native places of the respondents

Place	Frequency	Percentage
Pondicherry	121	37.8
Other	199	62.2
Total	320	100.0

Table 3 Interested jobs of the respondents

job	Frequency	Percentage
IT	75	23.4
Non-IT	245	76.6
Total	320	100.0

Table 4 UG of the respondents

UG	Frequency	Percentage
B.Tech	106	33.1
B.Com	67	20.9
B.Sc	43	13.4
BBA & BBM	33	10.3
Others	29	9.1
Unfilled	42	13.1
Total	320	100.0

Table 5 Prefer factor of the students from the Job

S.No	Factors	Mean	Rank
1	Career growth	4.38	1
2	Job security	4.27	2
3	Job description	4.17	3
5	Training opportunities	4	5
6	Brand	3.93	6
7	Technology & skills req	3.92	7
8	Work-life balance	3.84	8
9	Transport facilities	3.83	9
10	Hiring experience	3.61	10
11	Awards/Recognition prog	3.59	11
12	Company products	3.59	12
13	Fun at work	3.56	13
14	Relocation possibility	3.55	14

15	Location	3.52	15
16	Job rotation	3.46	16
17	On site opportunities	3.43	17
18	Pre-placement talk	3.37	18
19	Higher education opportunity	3.34	19
20	Shifts at work	3.23	20
21	Work from home option	3.18	21
22	Service agreement	3.14	22
23	Influence by friends/seniors	3.04	23
24	Influence by parents/relatives	2.8	24
Total Mean		3.62	

Table 6 Interested job and UG

			UG						Total
			B.Tech	B.Com	B.Sc	BBA & BBM	Others	Unfilled	
Interested Job	IT	Count	37	2	9	5	9	13	75
		% within	34.9	3.0	20.9	15.2	31.0	31.0	23.4
	Non-IT	Count	69	65	34	28	20	29	245
% within		65.1	97.0	79.1	84.8	69.0	69.0	76.6	
Total		Count	106	67	43	33	29	42	320

Table 7 Gender and Job factors

Job Factors	Gender of the respondents			
	Mean		t-test	Significance
	Male	Female		
Brand	3.848	4.135	-2.304	0.022
Compensation	4.098	4.114	-0.147	0.878
Job description	4.116	4.302	-1.583	0.113
Location	3.455	3.656	-1.365	0.164
Awards/Recognition prog	3.571	3.635	-0.496	0.611
Career growth	4.370	4.395	-1.226	0.819
Job security	4.218	4.385	-1.382	0.166
On site opportunities	3.459	3.364	0.689	0.491

Higher education opportunity	3.334	3.343	-0.064	0.946
Work from home option	3.147	3.239	-0.630	0.514
Fun at work	3.584	3.500	0.648	0.527
Shifts at work	3.187	3.343	-0.981	0.336
Pre-placement talk	3.375	3.364	0.078	0.938
Service agreement	3.151	3.104	0.300	0.775
Relocation possibility	3.549	3.562	-0.103	0.916
Transport facilities	3.723	4.083	-2.782	0.004
Job rotation	3.450	3.489	-0.287	0.774
Technology & skills req	3.875	4.020	-1.234	0.205
Training opportunities	3.982	4.052	-0.573	0.562
Hiring experience	3.642	3.531	0.928	0.342
Work-life balance	3.803	3.937	-1.121	0.252
Company products	3.522	3.750	-1.855	0.054
Influence by parents/relatives	2.741	2.927	-1.288	0.193
Influence by friends/seniors	3.013	3.104	-0.620	0.538

Table .8 Native place and job factors

Job Factors	Native place of the respondents			
	Mean		t-test	Significance
	Pondicherry	others		
Brand	4.008	3.889	1.002	0.305
Compensation	4.049	4.135	-0.821	0.436
Job description	4.090	4.221	-1.170	0.243
Location	3.495	3.527	-0.228	0.820

Awards/Recognition prog	3.719	3.512	1.702	0.096
Career growth	4.214	4.477	-2.508	0.013
Job security	4.231	4.291	-0.525	0.607
On site opportunities	3.462	3.412	0.389	0.697
Higher education opportunity	3.322	3.346	-0.186	0.855
Work from home option	3.223	3.145	0.560	0.572
Fun at work	3.454	3.623	-1.365	0.180
Shifts at work	3.281	3.206	0.498	0.622
Pre-placement talk	3.363	3.376	-0.105	0.918
Service agreement	3.074	3.175	-0.676	0.506
Relocation possibility	3.537	3.562	-0.208	0.836
Transport facilities	4.057	3.693	2.984	0.003
Job rotation	3.603	3.376	1.788	0.081
Technology & skills req	3.933	3.909	0.217	0.834
Training opportunities	4.024	3.989	0.302	0.763
Hiring experience	3.628	3.598	0.264	0.793
Work-life balance	3.760	3.894	-1.188	0.236
Company products	3.512	3.638	-1.081	0.293
Influence by parents/relatives	2.826	2.778	0.348	0.730
Influence by friends/seniors	3.132	2.984	1.066	0.290

Table .9 Interested job and job factors

Job Factors	Native place of the respondents			
	Mean		t-test	Significance
	IT	Non-IT		
Brand	4.333	3.812	3.924	0.000
Compensation	4.213	4.069	1.201	0.197
Job description	4.280	4.138	1.108	0.250
Location	3.680	3.465	1.348	0.181
Awards/Recognition prog	3.626	3.579	0.338	0.721
Career growth	4.280	4.408	-1.061	0.299
Job security	4.346	4.244	0.778	0.395
On site opportunities	3.666	3.359	2.070	0.033
Higher education opportunity	3.493	3.289	1.356	0.179
Work from home option	3.453	3.089	2.314	0.022
Fun at work	3.613	3.542	0.497	0.615
Shifts at work	3.560	3.134	2.489	0.013
Pre-placement talk	3.440	3.351	0.617	0.548
Service agreement	3.093	3.151	-0.336	0.740
Relocation possibility	3.653	3.522	0.929	0.340
Transport facilities	4.040	3.767	1.935	0.044
Job rotation	3.560	3.432	0.875	0.398
Technology & skills req	4.040	3.881	1.239	0.197
Training opportunities	4.200	3.942	1.957	0.026
Hiring experience	3.680	3.587	0.708	0.497
Work-life balance	3.986	3.800	1.446	0.149
Company products	3.600	3.587	0.092	0.925

Influence by parents/relatives	2.960	2.746	1.365	0.180
Influence by friends/seniors	3.120	3.016	0.655	0.496

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