Study of Factors Affecting Employability of University Graduates

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Abstract

Purpose of this study to analyze the role of the body language, spoken English and pre-graduate experience on the employability of university graduates in the present circumstances. To examine how they can improve their employability through polishing their skills according to these factors. For collecting data survey method was used. The population of this study consists of male and female graduates of IUB. The sample of this study was 217 male and female terminal graduates of three departments of IUB. For this purpose, a questionnaire of 21 questions was constructed. Descriptive research was used in this study. Greater part of the respondents agreed that through better facilities and effective course design graduates can bring affirmative impacts in their employability skills. Qualified teachers play a vital role in improving the employability of graduates by providing proper coaching to them. Through the proper guidance of qualified teachers graduates can improve their body language, spoken English and proper use of ICT applications in workplaces. So it is concluded that these factors help the graduates to get better opportunities for obtaining and maintain employment at workplaces, moreover providing good chances to get healthier jobs in the future prospect.

Keywords: body language, spoken English, university students

Introduction

Higher educational institutions are continually facing growing demands for accountability, transparency and comparability within the external factors like (increasing global competition) and internal factors (e.g.) quality management initiatives). In order to meet the challenges, universities are trying to improve the graduates knowledge and competencies so they could enhance their employability skills to cope up with the growing demands of the industry and throughout the world (Azevedo, Apfelthaler, & Hurst, 2012). Employability is not only important for laid off individuals but also for those people who are currently employed in the turbulent work environment. This is a responsibility of high educational institute to produce graduates with the effective employability skills. They should design their curricular to meet the challenges in today's world. (Nenzhelele, 2014). Graduate success depends on the ability to effectively communicate in modern life. In order to communicate effectively, the graduates can adopt the proper words, ascent of delivery of words, pitch, vocabulary and body language. Language is a primary and common human tool for communicating ideas and emotions. For effective communication, language development is a continuous process so to meet the standard of the jobs in the markets the graduates should learn new techniques and skills for employability. Strong communication skills increase the employability of graduates for getting suitable job in society. (Sapir, 1921) The purpose of this study is to collectively check the effect of body language, linguistics and team work on the employability of university graduates.

Statement of the problem

This study is related to communication obstacles that students faced during performing employment in any organization or appearing in any interview. This paper explores the consideration of the factors that influence the graduate's employability of university.

Objectives of the study

- To examine role of body language on the graduate's employability of university.
- To examine the role of spoken English on the graduate's employability of university.
- To find out the impact of pre graduate experience on the graduate's employability of university.

Significance of the study

Language is a unique gift and blessing of Almighty Allah which keeps Mankind separate from animals. In today world English is one of the most significant languages. Today everybody wants to learn English to get better employability in every field of life. This study will examine the level of some factors on the graduates before appearing in any interview for jobs. This study will guide the students to find solutions to problems which the students faced in the interview for employment. This study will help the graduates, employees and upcoming students to get mastery over effective communication, problem solving, and team working skills to develop employability for the attainment of a good job for future life.

Literature Review

Employability

Employability refers to the knowledge; skills, attitude and improvement in understanding from the commercial perspective that a graduate possesses that enable them to be productive in the organizations after inauguration of employment. (Mason, Williams, & Cranmer, 2009)

Employability tends to foster attributes that will make graduate is able to find a suitable employment, improvement in their labor, and thus make it easy the victory of their organizations and then contribute towards economy and the entire society. (Lindsay, McQuaid, & Dutton, 2009) Employers basically expect from the graduates that they should not only have technical competences from the degrees they have but also they

expect from graduates to have broader range of skills like communication, team-working and problem solving skills. Employability refers to skills that are needed in the place of work and reflect them in the course design. So course design should be designed in a way that they create strong partnership with the employer. (Lowden, Hall, Elliot, & Lewin, 2011) Educational institutes especially universities should focus on the ways that help the graduates to develop the competencies and skills that best promote employability rather than focus on the traditional approaches to teach the students (Teijeiro, Rungo, & Freire, 2013)

Communication skills

Mostly organizations have considered the public voice is an important attempt to prolong enhancing their tune-up towards society. Performance of the university is depending on its graduate's marketability. University ability to distribute their graduates and to amplify their mobility in the workplaces describes the largely performance of it. (Ismail, 2014) Employability of UKM students is measured by communication skills that affect their marketability after their graduation. A communication skill is the ability to put across concepts, ideas, confidently and effectively and to confer clear presentation that is adjusted to intensity of listeners either in the form of written or oral communication. (mohd abul wahab, 2014)

Spoken English

English is the language of the West German that is originally spoken in England now is the most commonly used language in the whole world. It is extensively studied language, spoken just about the globe and widely spreading than some other language. (Arkoudis, et al., 2009) English is also used as intellectual conversation among the educated class members. To reach success in their career, graduates should improve their English spoken ability. English is structured system of verbal communication that is trouble-free to gain knowledge of. (Canning, 2009) It is best tool that makes you comfortable work with natives from diverse cultures and nations and graduates if they

have these skills can easily find employment with different companies across the world. English is considered as an instrument of achieving good employability   (Rajwani, 2012) English language contributes to the likelihood of better and secure jobs. Career advisors, employers and teachers should inform the programs like policy planers regarding education and learning programs of English language that prop up increased employability. The relationship between proficiency of English language and employability is significant to the experts that make policies. (Roshid, 2013)
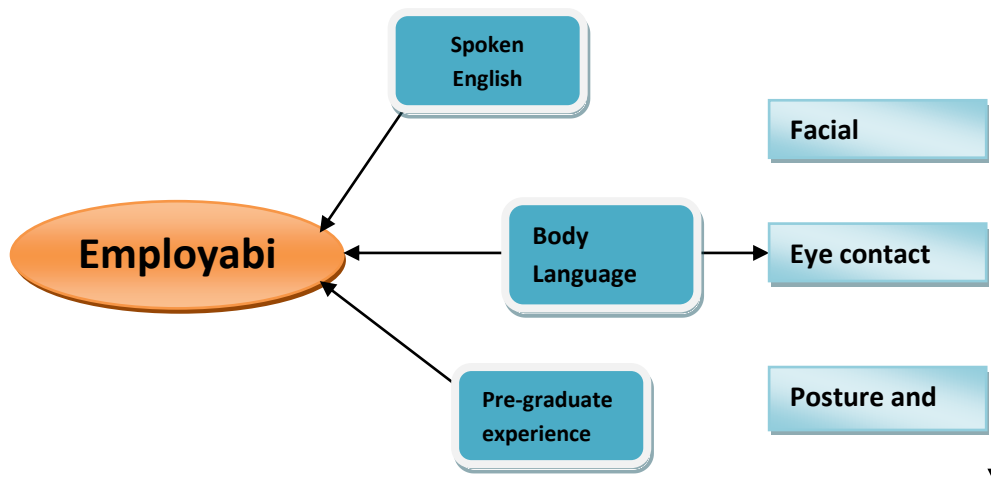
Body Language

Body language is considered culturally reliant. Body language enhances the sense of words. Gestures in one culture can be offensive to another culture. Individual gestures like crossed arms can specify cold or being anger. Attitude of an individual can follow their body language like closed attitude can be resulted through sitting or standing in a congested pose. (Butt & Shafiq, 2013) Others will not get the individual seriously if that person smiles too much so it reflects the nervousness in front of the interviewer. Poker face shows a complex behavior that is not easy to understand what is going in the mind of graduates. Holding their hands can show restraint or worry. Because hands will cover the ears, mouth, hearing and lying or hands also show confidence in front of your employer. (Carpenter, nd)

Pre- Graduate experience

Skills like self-confidence and boldness that are expected from graduate employer in entry-level of the work place there is the condition that they have leadership skills and they should possesses the team working qualities. When the graduates know their strengths and the jobs suited their personality type then it will help them to think about the model role in the place of work. (Frederick, 2008) Working with groups will enhance graduates communication skills and will give them the opportunity to develop the interpersonal skills because they are listening to others and respecting their ideas so this will help graduates to locate the dynamics of their group challenges at moment in

time. (Wolverhampton, 2013) The experience of the graduates in team work could be improved by developing time managing skills, team rules flexibility, awareness of the interpersonal skills, and teamwork accountability. Teaching the team work skills in the universities is considered more important to get employment after graduation because team work will make the graduates respect other's ideas and improve their own strengths and competencies through working in teams. (Riebe, Roepen, Santarelli, & Marchioro, 2010) Internships help the graduates to boost their employability and provide the learning values. Internships enhance the graduates' knowledge, commercial awareness, working with groups and technical competencies before getting a direct job. (Jose, Eden, Elizabeth, & Mitch, 2013) Pre graduate experience enhances the employability skills such as time management, reliability, communication skills; taking responsibility, team work, critical thinking to solve the problems, self confidence, creativity and how to manage the time. (Leary, 2016)

Conceptual Model

Hypothesis development

H1: Body language has a positive influence on Employability of university graduates

H2: Spoken English has a positive influence on Employability of university graduates

H3: Pre-graduate experience has a positive influence on Employability of university graduates

Methodology

The sample was drawn from the terminal graduates of Faculty of Management Sciences of the Islamia University of Bahawalpur to determine the effect of the body language, spoken English, and pre-graduate experience on the employability. In terms of methodology and execution, this study is descriptive research. Correlation and Linear Regression was used to predict the relationship of these factors with the employability of graduates of the Faculty of Management Sciences. Through getting personal experiences and observations from the respondents, researcher will analyze the cause and impact relationship.

Data collection procedure

In order to gain graduates of Faculty of Management Science's views, self administered questionnaire was used. Five- point Likert scale was used to measure the all items responses with statements, range from 1= strongly disagree to 5= strongly agree

Sample

Research sample was chosen among 500 terminal graduates of Faculty of management sciences of Islamia University of Bahawalpur by convenience sampling method. Due to shortage of time and resources non probability convenience sampling was used. The sample size was 217 graduates, determined by Krejcie, Robert V., Morgan, Daryle W., table (1970). 217 questionnaires were distributed for collecting the responses from which 170 questionnaire were received.

Data analysis Tool and Technique

Data analysis technique of correlation and regression was mainly used.

Data analysis

Reliability and validity of data

Cronbach's Alpha was used to analyze the reliability of measures, and the result was .894 for the 21 items of the instrument(see table 1.). It suggests that the internal consistency of items are acceptable and reliable because it should be greater than .7 so reliability is good. (See table 2)

Table1.

Case Processing Summary

		N	%
Cases	Valid	144	99.3
	Excluded[a]	1	.7
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	21

Descriptive Statistics

Descriptive statistics shows three most important values i.e. mean variance and standard deviation. The mean value is 77.1882 which convoluted its central tendency. Variance value is 166.899 which explain the variability of the data obtained through

items of instrument. Standard deviation shows the value of 12.91895 which shows the spread of the interpretation (see table 3.) And last right column include total number of items in the instrument were 21.(see table 3.)

Table 3.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
77.1882	166.899	12.91895	21

Correlation Analysis

The results of correlation analysis are shown in table 3. The results of the correlation matrix indicate that all the variables have a statistically significant relationship at significance level $p<0.01$ (two tailed). **H1:** Body language has a positive influence on Employability of university graduates

Interpretation

H1 Hypothesis was accepted because it has the significant value is less than 0.05 i.e. .000, which means it has a positive significant relationship with employability of graduates. Pearson correlation value is .395 closer to 1 which shows that there is a strong positive relationship between body language and employability of graduates.(see table 4)

H2: Spoken English has a positive influence on Employability of university graduates

Interpretation

H2 Hypothesis was accepted because it has the significant value is less than 0.05 i.e. .009 , which means it has a positive significant relationship with employability of

graduates. Pearson correlation value is .483 near to 1 which shows that there is a strong positive relationship between these two variables.(see table 4)

H3: Pre-graduate experience has a positive influence on Employability of university graduates

Interpretation

H3 Hypothesis was accepted because it has the significant value less than 0.05 i.e. .000, which means it has positive significant relationship with employability of graduates. Pearson correlation is .598 closer to 1 which shows that there is a positive correlation between these two variables.(see table 4)

The result show that p value is less than 0.05 i.e. 000.so, the hypothesis is accepted and there is positive significant relationship between internet and social life of digital natives. Also the value of Pearson correlation is .546 and it is closed to 1 and it is suggested that there is strong and positive relationship between these two variables. (Table 4)

Table 4.

Correlations

		Body language	Spoken English	Pre-graduate experience	Employability
Body language	Pearson Correlation	1	.661**	.657**	.395**
	Sig. (2-tailed)		.000	.000	.000
	N	170	170	170	170
Spoken English	Pearson Correlation	.661**	1	.615**	.483**
	Sig. (2-tailed)	.000		.000	.000
	N	170	170	170	170
Pre-graduate experience	Pearson Correlation	.657**	.615**	1	.598**
	Sig. (2-tailed)	.000	.000		.000

	N	170	170	170	170
Employability	Pearson Correlation	.395**	.483**	.598**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	170	170	170	170

**. Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

Overall model is significant. The significance of ANOVAs shows that the regression analysis is interpreting the true results.

Table 5

Table 5.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619a	.383	.372	.65946

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619a	.383	.372	.65946

a. Predictors: (Constant), Pre-graduate experience, Spoken English, Body language

Interpretation

Table 5 shows the model summary of regression analysis. R square value shows the difference in dependent variable due to independent variables. According to the result of spss there is only (.383) 38.3% influence of independent variables (body language, spoken English, and pre-graduate experience) on dependent variable (Employability). (Table 5)

Table 5.2

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	44.827	3	14.942	34.359	.000a
	Residual	72.192	166	.435		
	Total	117.020	169			

a. Predictors: (Constant), Pre-graduate experience, Spoken English, Body language

Interpretation

Overall model is significant. ANOVAs show the significance that the true result is interpreted by regression analysis.

Table5.3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.304	.302		4.312	.000
	Body language	.116	.107	.428	5.217	.279
	Spoken English	.279	.106	.226	2.636	.009
	Pre-graduate experience	.538	.088	.523	6.127	.000

Dependent variable: Employability

Interpretation

The coefficient of body language is .428 it means that if the usage of body language increases by 1 unit, its impact on employability will increase by .428. Simultaneously if the usage of Spoken English increased by 1 unit then it's impact on the graduates employability will increase by .226 and the pre-graduate experience increased by 1 unit then it's impact on the employability will increase by .523.

Discussion

The results of this study shows that the Body language, Spoken English and Pre-graduate experience have a positive relationship with the employability of university graduates i.e. the more graduates have the ability to speak English, the more job opportunities they can avail. Similarly the more they have commercial awareness and creative thinking skills through pre-graduate experience and part time jobs, the more will be the job opportunities waiting for them. English language is international language and most common mode of communication all over the world. Similarly the more graduates have impressive speaking styles and proper use of gestures and postures the more employer will impress with the interviewee. Majority of the respondents agree that qualified teachers train graduates properly for spoken communication to improve their employability skills. Reading English news papers help university graduates to search a suitable job. It is also advised that Spoken communication skills can be improved by native English channels to watch. Effective course design polish graduates communication and employability skills. Graduates must have practical knowledge of MS office and ICT applications for preparing assignments at workplaces. The study also reveals If the graduates have practical knowledge, skills and good spoken they can get a good job along body language expressions.

Conclusion

Results showed that graduates like to improve their employability skills but they face difficulties in learning employability skills. Graduates feel hesitation during communication in front of interviewer. Graduates agreed that through conceptual skills, critical thinking skills, and good spoken can improve their employability in the workplace or to get a better job in near future. Results also showed that proper training under qualified instructor and effective course design in the university can improve graduates employability skills. Pre-graduate experience through part time working in conjunction with studies and internships can lead the graduates to develop the commercial awareness, impressive speaking style and proper use of computer applications before

getting the direct job. Watching English programs is a good way to improve the effective English communication.

Recommendations

On the basis of above findings, the following recommendations are drawn:

The graduates are able to improve their vacillation during communication at workplaces through daily practice. The qualified instructor can remove graduates fear of making mistakes through motivation and proper coaching. The proper use of A.V aids in learning communication skills can play a vital role in employability of university graduates. The graduates should take on proper methodology of learning English language. Through the news paper reading can be useful to take the help from recruitment agencies for polishing their employability skills.

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