PROACTIVE PERSONALITY, CAREER PLANNING, CAREER SATISFACTION AND EMPLOYMENT STATUS AFTER GRADUATION IN EASTERN UNIVERSITY, SRI LANKA.

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MAYILVAGANAM KEETHA

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ABSTRACT

This study investigates the relationship between proactive personality and career satisfaction, and the mediating effect of career planning of selected streams (Commerce, Arts, Science and Agriculture) in Eastern University, Sri Lanka. This study was implemented proactive personality is as the independent variable and career satisfaction is as the dependent variable. Career planning functioned as a mediator between the two variables. Thus, the study objectives are to identify the level of proactive personality, career planning and career satisfaction of selected streams in graduates, to identify the relationships among proactive personality, career planning and career satisfaction of the graduates, and to explore the mediating role of career planning in the relationship between proactive personality and career satisfaction of the graduates.

Using a structured questionnaire, the data were collected from 300 graduates of four selected streams (Commerce, Arts, Science and Agriculture) in Eastern University, Sri Lanka. And the collected data were analyzed by using descriptive statistics, correlation, regression and mediating analyses. A quantitative survey instrument was designed to analyze their opinions. Quantitative survey instrument design was adopted as the most cost efficient for this research. Random sampling method was utilized. As far as the research time frame was concerned, it was performed in a cross-sectional manner and also, the survey was the main instrument for data collection and it was designed in a "5 - Point Likert's scale".

The findings reveal that the proactive personality and career planning and career satisfaction are in high level among the respondents of past out graduates. The findings of the study also show that there is a positive relationship between the proactive personality and career satisfaction, the strong positive relationship between the proactive personality, and career planning and the strong positive relationship between career satisfaction and career planning. Career planning has been found to a full mediating effect on the relationship between proactive personality and career satisfaction.

Keywords: Proactive Personality, Career Satisfaction, Career Planning

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