

**CAREER STATUS OF HRM AND MARKETING MANAGEMENT GRADUATES OF  
FACULTY OF COMMERCE AND MANAGEMENT, EASTERN UNIVERSITY,  
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## ABSTRACT

Higher education is increasingly being viewed as central to national strategies. The contribution of universities to economic development can be seen in three areas; producing and accumulating human capital; generating, disseminating, and applying knowledge; and innovating and inventing new information and technology. The Sri Lankan job market is not sufficiently organized to provide suitable jobs to the graduates who complete degrees in local universities. Thus, the graduates who followed specialization from local universities are facing several challenges in finding suitable job opportunities in competitive job market in Sri Lanka. Therefore, career status of these specialization graduates is often become questionable.

But, only few researches are carried out in this context in Eastern University, Sri Lanka. Therefore, this research focuses on to assess career status of the graduates who followed Human Resource Management specialization and Marketing Management specialization in Eastern University, Sri Lanka. The data were collected through structured questionnaire from 79 Specialization of Human Resource Management and Marketing Management graduates in Faculty of Commerce and Management, Eastern University, Sri Lanka. The collected data were analyzed using frequency distribution by using SPSS.

The study found that most of specialization graduates are employed, in which most of them working under government sectors than private sector and also waiting for 1 – 6 month average period of time to get an employment opportunity. Further, finding indicated that most of specialization graduates monthly income between LKR 20,001 – 40,000. As whole, findings concluded that most of graduates are not working in similar field according to their specialization.

Based on findings, reasons are found such as the curriculum is not organized well in order to attract the present job market, they are lack in practical experience the job market demanding, the degree programme is not completed within timeframe in the past, the graduates are lack in communication skills and the degree programme not provided graduates with good aptitude skills. Therefore, it is better to consider above problem to ensure the quality of higher education in Eastern University, Sri Lanka.

**Key words:** *Career Status, Degree Programme, Job, Specialization, University*

# TABLE OF CONTENTS

Page No.

<b>ACKNOWLEDGEMENT</b> .....	<b>i</b>
<b>ABSTRACT</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>iii</b>
<b>LIST OF TABLES</b> .....	<b>x</b>
<b>ABBREVIATIONS</b> .....	<b>xii</b>
<b>Chapter-1 INTRODUCTION</b> .....	<b>1-6</b>
1.1 Background of the Study .....	1
1.2 Problem Statement .....	3
1.3 Research Question .....	4
1.4 Research Objective .....	4
1.5 Significance of the Study .....	4
1.6 Scope of the Study .....	5
1.7 Organization of the Chapters .....	5
1.8 Chapter Summary .....	6
<b>Chapter-2 LITERATURE REVIEW</b> .....	<b>7-20</b>
2.1 Introduction .....	7
2.2 Career Status .....	7
2.3 Employment Status .....	8
2.4 Employment, Unemployment, Under-Employment .....	9
2.5 Employment .....	9
2.6 Unemployment .....	10
2.7 Under-Employment .....	11

2.8 Mismatch in Labour Market.....	12
2.9 University Education in Sri Lanka .....	13
2.10 Introduction of Eastern University, Sri Lanka .....	14
2.11 Faculty of Commerce & Management (FCM) .....	15
2.12 Graduate.....	15
2.13 Graduates' Attitudes.....	16
2.14 Gender and Career .....	17
2.15 Job and Job Types .....	18
2.15.1 Full-Time .....	18
2.15.2 A Part-Time .....	18
2.15.3 Self-employment .....	18
2.16 Salary.....	19
2.17 Benefits and Salary.....	19
2.18 Chapter Summary .....	20
<b>Chapter-3 CONCEPTUALIZATION AND OPERATIONALIZATION .....</b>	<b>21-26</b>
3.1 Introduction .....	21
3.2 Definition of Key Variables .....	21
3.2.1 Gender .....	21
3.2.2 Higher Studies .....	22
3.2.3 Employment Status.....	22
3.2.4 Job Types.....	23
3.2.5 Salary .....	23
3.2.6 Experience .....	24
3.2.7 Promotion .....	24

3.3 Operationalization.....	24
3.4 Chapter Summary .....	26
<b>Chapter-4 METHODOLOGY .....</b>	<b>27-36</b>
4.1 Introduction .....	27
4.2 Research Philosophy .....	27
4.3 Research Approach.....	28
4.4 Time Horizon .....	28
4.5 Sampling .....	29
4.5.1 Sampling Technique .....	29
4.5.2 Sample Size .....	29
4.6 Data Collection .....	29
4.6.1 Unit of Analysis.....	30
4.6.2 Primary Data.....	30
4.6.3 Secondary Data.....	30
4.7 Method of Measurements .....	30
4.7.1 Method of Measuring the Personal Information.....	30
4.7.2 Method of Measuring the University Information .....	31
4.7.3 Method of Measuring the Professional Qualification.....	32
4.7.4 Method of Measuring the Employment Information.....	32
4.7.5 Method of Measuring the Employment History .....	34
4.8 Data Presentation .....	35
4.8.1 Data Presentation for Personal Information .....	35
4.8.2 Data Presentation for University Information .....	35
4.8.3 Data Presentation for Professional Qualification .....	35

4.8.4 Data Presentation for Employment Information .....	35
4.8.5 Data Presentation for Employment History.....	35
4.9 Method of Data Analysis .....	35
4.10 Chapter Summary .....	36
<b>Chapter-5 DATA PRESENTATION AND ANALYSIS .....</b>	<b>37-57</b>
5.1 Introduction .....	37
5.2 Frequency Distribution of Personal Characteristics.....	37
5.2.1 Gender .....	37
5.2.2 Age.....	38
5.2.3 Race .....	38
5.2.4 Marital Status.....	39
5.3 Frequency Distribution of University Information .....	39
5.3.1 Name of Programme.....	39
5.3.2 Performance Status .....	40
5.3.3 Course Requirement for Job .....	42
5.3.4 Year of Pass Out .....	42
5.4 Frequency Distribution of Professional Qualification .....	42
5.4.1 Following Professional Course.....	43
5.4.2 Professional Course .....	43
5.4.3 Following Higher Degree .....	44
5.4.4 Higher Degree.....	44
5.5 Objective : Career Status of Graduates.....	45
5.5.1 Univariate Analysis .....	45
5.5.2 Frequency Distribution of Employment Information.....	45

5.5.2.1 Employment Information.....	45
5.5.2.2 Current Job Position.....	46
5.5.2.3 Job Type.....	48
5.5.2.4 Employment Status.....	48
5.5.2.5 Monthly Salary.....	49
5.5.2.6 Salary Enough with Qualification.....	50
5.5.2.7 Pay by Salary.....	50
5.5.2.8 Type of Job Search.....	51
5.5.2.9 Experience.....	52
5.5.3 Frequency Distribution of Employment History.....	52
5.5.3.1 Accept First Job.....	53
5.5.3.2 This Your First Job.....	53
5.5.3.3 Numbers of Jobs.....	54
5.5.3.4 Employed before Graduating.....	54
5.5.3.5 Degree Helps for Promotion.....	55
5.5.3.6 How Long Did it Take You to Find Your First Job?.....	56
5.5.3.7 Employment Similar with Specialization.....	56
5.6 Chapter Summary.....	57
<b>Chapter-6 FINDINGS AND DISCUSSION.....</b>	<b>58-64</b>
6.1 Introduction.....	58
6.2 Discussions of Personal Information.....	58
6.2.1 Gender of the Sample.....	58
6.2.2 Age of the Sample.....	58
6.2.3 Race of the Sample.....	58

6.2.4 Marital Status.....	59
6.3 Discussions of university Information .....	59
6.3.1 Study Program .....	59
6.3.2 Performance Status .....	59
6.3.3 University Course Requirement to Apply for Job .....	59
6.3.4 Year of Pass Out.....	59
6.4 Research Information .....	60
6.4.1 Discussions of Professional Qualification.....	60
6.4.1.1 Followed the Professional Course .....	60
6.4.1.2 Professional Course .....	60
6.4.1.3 Followed the Higher Degree.....	60
6.4.1.4 Higher Degree.....	60
6.4.2 Discussions of Employment Information.....	60
6.4.2.1 Employed Information.....	60
6.4.2.2 Current Job Position.....	61
6.4.2.3 Job Type.....	61
6.4.2.4 Employment Status .....	61
6.4.2.5 Monthly Salary.....	61
6.4.2.6 Salary Enough with Qualification.....	61
6.4.2.7 Pay by Salary .....	62
6.4.2.8 Type of Job Search.....	62
6.4.2.9 Experience.....	62
6.4.3 Discussion of Employment History.....	62
6.4.3.1 Accept First Job .....	62



6.4.3.2 This Your First Job .....	62
6.4.3.3 How Many Jobs?.....	63
6.4.3.4 Employed before Graduating .....	63
6.4.3.5 Degree Helps for Promotion .....	63
6.4.3.6 How Long Did it Take to Find Your First Job?.....	63
6.4.3.7 Employment Similar with Specialization .....	63
6.5 Chapter Summary .....	63
<b>Chapter-7 CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>64-68</b>
7.1 Introduction .....	64
7.2 Conclusions .....	64
7.3 Recommendations.....	65
7.3.1 Human Resource Management Graduates .....	65
7.3.2 Marketing Management Graduates .....	66
7.4 Limitation of the Study .....	67
7.5 Contributions of the Study.....	67
7.6 Direction for Future Researcher .....	68
<b>LIST OF REFERENCES .....</b>	<b>69-73</b>
<b>APPENDIX.....</b>	<b>74-79</b>
Questionnaire .....	74