

**JOB SEARCH BEHAVIOUR OF POSTGRADUATES IN MANAGEMENT
DOMAIN**

A Dissertation work submitted to the

University of Kerala

*In partial fulfilment of the requirements for the
Master of Arts in Human Resource Management Degree Examination*

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CERTIFICATION OF APPROVAL

This is to certify that the dissertation entitled “**JOB SEARCH BEHAVIOUR OF POSTGRADUATES IN MANAGEMENT DOMAIN**” is a record of genuine work done by Sakkiya Haris, a fourth semester, Master of Human resource Management student of this college under my supervision and guidance and that is hereby approved for submission.

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DECLARATION

I, Sakkiya Haris, hereby declare that the dissertation titled “**JOB SEARCH BEHAVIOUR OF POSTGRADUATES IN MANAGEMENT DOMAIN**” is based on the original work carried out by me and submitted to the University of Kerala during the year 2021-2023 towards partial fulfilment of the requirements for the Master of Human Resource Management Degree Examination. It has not been submitted for the award of any degree, diploma, fellowship or other similar title of recognition before.

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ACKNOWLEDGEMENT

I am grateful to the Almighty for the blessings and for empowering me to complete this dissertation. I would also like to express my sincere gratitude to all those who contributed for the fulfilment of this work through their advices, efforts, guidance and blessings.

I would like to thank Dr. Saji P Jacob, Principal, Loyola College of Social Sciences. I would like to express my deep sense of gratitude and profound thanks to my esteemed faculty guides who have been instrumental throughout my journey. Fr. Renjith George, Dr. Rasmy Kiran, and Ms. Jinu Joy, your timely instructions and guidance have brought out the best in me, and I am sincerely thankful for your unwavering support. I extend my heartfelt gratitude to, Dr. Prakash Pillai R, Dr. Angelo Mathew P and Dr. Anitha S, faculty members of the Department of Personnel Management for being generous in sparing their time for responding to my queries and providing necessary support and guidance throughout my research journey.

I would like to thank all the respondents on the outset of their valuable time and for filling the questionnaire. I express my sincere thanks to Dr. Sunil Kumar, Librarian and Mr. George Mathew, Assistant Librarian, Loyola College of Social Sciences for providing necessary reference materials, and their kind support for the successful completion of my work so far.

I would like to extend my heartfelt gratitude to my parents, who spared efforts and with whose prayers and support, I attain all my successes. I am also indebted to my dearest friends, whose help and support and encouraged me to complete this work and present it before you.

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ABSTRACT

This study examines the job search behavior of postgraduate management students who graduated after 2020, focusing on their strategies, preferred employment types, and utilization of social media and technology. The research is motivated by the concerning levels of unemployment among highly educated individuals in the management domain. A quantitative approach is employed, using surveys and questionnaires to collect data from a diverse sample of respondents.

The findings highlight the dominance of online job boards as a primary job search strategy, with networking also playing a crucial role. The study uncovers the challenges faced during job searches, including limited job opportunities, lack of experience, and difficulties in networking. The job profiles of management graduates reveal a strong preference for full-time employment in sectors like Human Resources and Marketing.

In the realm of technology, LinkedIn emerges as the most widely used social media platform for job searches, followed by Naukri and Indeed. Job search engines, networking, and company research tools are frequently employed on these platforms. The study recommends career guidance, skill development programs, and practical training within the curriculum to enhance students' employability. It also emphasizes the importance of networking events and diversification of job search strategies.

In conclusion, this research provides insights into the evolving landscape of job search behavior among postgraduate management students. It underscores the significance of digital tools, challenges in the job market, and the role of education and networking in improving career prospects. The study's findings have implications for educational institutions, employers, and policymakers aiming to align education and job opportunities with the demands of the management job market.

CHAPTER-1
INTRODUCTION

1.1 INTRODUCTION

Job search refers to the process individuals undertake to find suitable employment opportunities that align with their skills, qualifications, and career goals. It involves actively seeking out job openings, researching and evaluating potential employers, submitting job applications, attending interviews, and ultimately securing a job offer. The job search process can vary in duration and intensity, depending on factors such as the job market conditions, the individual's qualifications and experience, and the specific industry or field they are targeting.

Job Search has become a herculean task for all the job seekers as it is a time consuming process. However, the job search behavior, patterns and strategies have a significant role in the probability of finding jobs. Job search behavior is a dynamic process that individuals undertake to navigate the job market and find employment opportunities that match their qualifications and aspirations. It involves a series of actions and strategies that collectively contribute to a successful job search. One crucial aspect of job search behavior is self-assessment. Job seekers need to evaluate their skills, strengths, interests, and career goals to gain a clear understanding of the type of job they are seeking.

As per the reports from *'The News Minute' February 2021*, The issue of job creation in Kerala has become a significant cause for concern, particularly evident in the considerably high rate of unemployment, which surpasses the national average by more than two times. This unemployment problem not only hampers the state's economic development but also leads to social unrest. One of the most affected groups is the educated population, who face challenges in applying their acquired skills and knowledge to bring about meaningful changes in the economy and society. In Kerala, there is a notable difference in the distribution of job seekers based on gender compared to the rest of India. More than 60% of job seekers in Kerala are women, and a significant proportion of them possess a high level of education.

However, it is observed that the unemployment rate among women job seekers is considerably higher than that among their male counterparts *'Human Resources- Employment (2017)'*. As per this study, approximately 25% of individuals with postgraduate qualifications in Kerala are currently unemployed. Similarly, nearly 17% of those who have obtained technical degrees or vocational training also face unemployment. These findings highlight the concerning levels of unemployment among highly educated individuals and those with specialized skills in the region.

Unemployment rates have a significant impact on job search behavior. When unemployment rates are high, individuals face increased competition for limited job opportunities, which often leads to intensified and more proactive job search efforts. In such circumstances, job seekers tend to expand their search strategies, explore various channels, and invest more time and energy in securing employment. The urgency to find work and the realization of the competitive job market drive individuals to be more persistent, adaptable, and open to different types of positions

Out of the numerous management graduates produced by approximately 5,500 business schools across India, a recent study conducted by ASSOCHAM reveals that only 7% are deemed employable. With the exception of the prestigious Indian Institutes of Management (IIMs), only a handful of these institutions can boast of providing quality management education that leads to successful employment outcomes for their graduates. Despite investing significant amount of money in their management education, most MBA graduates are struggling to secure well-paying jobs, often earning meager monthly salaries ranging from ₹8,000 to ₹10,000 and that too only if they manage to find placements.

These findings highlight the concerning levels of unemployment among highly educated individuals and those with specialized skills in the region. To gain a deeper understanding of the job search behavior of these groups, further research is needed to investigate the factors influencing their job search strategies, their engagement in networking activities, and their utilization of online job search platforms. The purpose of this study is to investigate and analyze the job search behavior of postgraduate management students who graduated after 2020, in order to better understand the strategies, type of employment preferred and use of social media platforms by postgraduates in finding prospective jobs.

There are numerous employment prospects in the management domain, which includes areas like marketing, finance, human resources, operations, and entrepreneurship. Graduate students in this field have a broad skill set and knowledge base that make them viable candidates for senior-level and leadership jobs. However, despite their qualifications, students frequently face challenges and uncertainties when navigating the labor market, such as finding relevant job vacancies, customizing their applications, and effectively competing against other applicants.

This study will employ a quantitative approach to collect the information. Surveys will be conducted using questionnaires to collect data from a diverse sample of postgraduate students in

the management domain, who have completed their studies after 2020, providing a comprehensive understanding of their job search behavior.

Along with increasing economic uncertainty, the current labor market has sped up the adoption of remote labor and digitalization in businesses. These elements undoubtedly have an impact on how fresh grads behave when looking for a job. By adopting a quantitative research approach, this study will provide empirical insights into the strategies, patterns, preferences, and technological use of these graduates during their job search process.

1.2 STATEMENT OF THE PROBLEM

This study examines the multifaceted nature of job search behavior and gives a summary of the various job search strategies employed by postgraduates in the field of management to secure their job. According to the Centre for Monitoring Indian Economy Pvt. Ltd.'s Consumer Pyramids survey, conducted from September to December 2021 among rural and urban households in India, individuals who had completed their graduation or pursued higher education experienced the highest unemployment rate in the country for the year 2021. This group accounted for a significant share of 19.4 percent of the overall unemployment rate in India during that period. In light of the high unemployment rate among postgraduate students in the management domain, there is a need for a comprehensive study that examines their job search behavior, including their main strategies, employment choices, sector preferences, and utilization of online job search methods in the current era of digitalization. Such a study would provide valuable insights into the dynamics of job search within this specific group. The study investigates the job search practices of recent postgraduate management graduates which can be a beneficial data for academic institutions, career service providers, and recruiters. The study specifically attempts to explore the main job search strategies used by these graduates, including networking, career fairs, and internet platforms. Additionally, it seeks to identify the factors influencing their decision regarding job search and examine their perspectives on the efficiency of various job search techniques. Along with this, the study also explores the type of employment chosen by postgraduates and how effectively they make use of the social media platforms and its features for their job search process.

By investigating these research questions, this study will contribute to a better understanding of the job search behavior of recent postgraduate management graduates.

1.3 SIGNIFICANCE OF THE STUDY

By exploring the main job search strategies utilized by recent graduates, including networking, career fairs, and internet platforms, the study provides valuable insights into the most popular and least utilized approaches in securing employment. Understanding these trends and preferences can assist career service experts, recruiters, and academic institutions in tailoring their services and resources to better support postgraduate management graduates in their job search behaviours.

The study delves into the job profile of postgraduates, encompassing job titles, employment status, and preferred type and sector of employment. This comprehensive understanding of the career paths chosen by management graduates enables stakeholders to align their recruitment methods with the demands of the job market. By gaining insights into the employment preferences, academic institutions and career providers can better understand the most sought sectors in management domain and nature of employment.

The study identifies commonly used job search platforms and features preferred by recent postgraduate management graduates. This information helps recruiters understand popular platforms and optimize user-friendly tools for effective engagement with potential candidates.

1.4 OBJECTIVES

1.4.1 General Objectives

- To study the Job Search Behaviour of Postgraduates in Management Domain

1.4.2 Specific Objectives

- To study the Job Search Behaviour and strategies used by recent Postgraduates of management domain in the pursuit of employment.
- To study the job profile of postgraduates in management domain.
- To understand the use of social media platforms and technology in finding jobs.

1.5 DEFINITION OF CONCEPTS

Job Search Behaviour

Theoretical Definition

Job search behavior can be defined as the “purposive, volitional pattern of action that begins with the identification and commitment to pursuing an employment goal. The employment goal, in turn, activates search behavior designed to bring about the *goal* (Kanfer, Wanberg & Kantrowitz, 2001)

Operational Definition

Job Search Behavior is operationally defined as the observable actions and strategies employed by individuals in seeking employment, including activities such as researching job openings, networking, submitting applications, preparing for interviews, and following up with potential employers.

Job Profile

Theoretical Definition

A description of the exact tasks involved in a particular job, and of the skills, experience, and personality a person would need in order to do the job. (*Cambridge Dictionary*)

Operational Definition

A job profile is a comprehensive overview of an individual's employment information, encompassing their current job title, preferred field of employment, desired job type, and the factors they consider when looking for a job.

CHAPTER-2
REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

The job search behavior of postgraduate students in the management domain is an important area of research that examines how these individuals approach finding employment. It offers valuable insights into their strategies, preferences, and decision-making processes during the job search process. This literature review aims to analyze and summarize previous studies conducted in this area to identify the key strategies employed by postgraduate management students during their job search. The employment landscape for recent graduates in management has evolved significantly, becoming more diverse and dynamic. Therefore, it is important to examine the type of employment pursued by these graduates, specifically focusing on whether they seek full-time or part-time positions.

With the rapid advancement of technology and the increasing prominence of social media platforms, job seekers have access to new avenues for finding employment opportunities. Social media platforms like LinkedIn, Twitter, and professional networking sites have emerged as powerful tools for job search, networking, and personal branding. Additionally, technology has revolutionized the recruitment process through online job portals, applicant tracking systems, and video interviews. Therefore, the increasing use of social media and technology in the job search process is an important aspect to explore. Investigating how postgraduate students in management leverage these tools provides insights into their evolving job search behavior and the changing dynamics of the job market in the digital age.

Try, S. (2005). *'The use of job search strategies among university graduates'*. This article examines the job search methods utilized by university graduates entering the labor market using data from the Norwegian Graduate Surveys conducted between 1995 and 2000. The findings reveal that labor market entrants have a wide range of job search methods to choose from, including sending direct applications, utilizing employment services, and relying on informal methods such as personal contacts. The use of informal search methods is influenced by the distribution of social capital among the graduates. On the other hand, the use of the public employment service (PES) is strongly influenced by the individual characteristics of the graduates. Those with poorer job prospects tend to be over-represented among PES users. In summary, this

study highlights the influence of social capital on the use of informal search methods and the connection between individual characteristics and the utilization of the public employment service among university graduates entering the labor market.

Van Hoye, G., Van Hooft, E. A., et.al (2009). *'Networking as a job search behaviour: A social network perspective'*. The available research on networking as a job search behavior is limited, despite its frequent recommendation in popular media. The authors aimed to fill this gap by examining whether the structure and composition of job seekers' social networks influenced their networking behavior and if it moderated the relationship between networking and job search outcomes. The data was collected from a large and representative sample of 1,177 unemployed job seekers in Flanders, using a two-wave longitudinal design. The findings revealed that job seekers with larger social networks and stronger connections within their networks engaged in more networking activities, even after considering individual traits like extraversion and conscientiousness. Networking was found to contribute to job offers beyond the use of print advertising, internet job search, and public employment services. However, there was no significant impact of networking on employment outcomes. Some preliminary evidence suggested that networking might be more beneficial for job seekers with social networks consisting of weaker ties and higher-status individuals.

Kuhnen, C. M. (2011). *'Searching for jobs: Evidence from MBA graduates'*. There is limited evidence on how managers are selected into firms and how their characteristics impact firm performance. This study utilizes unique data from the labor market for MBA graduates to examine the job search and competition process. The findings indicate that candidates who have lower ability or less favorable outside options tend to search more extensively. Additionally, the intensity of job search increases for positions that are more valuable or when firms are more likely to hire. Candidates tend to choose positions that align with their qualifications, and those with higher abilities are more likely to compete for higher-paying jobs, particularly in the financial industry. Overall, this research sheds light on the factors influencing the job search behaviors of MBA graduates and their self-selection into different positions based on qualifications and abilities.

Fort, I., Jacquet, F., et.al (2011). *'Self-efficacy, goals, and job search behaviors'*. This study examines the relationship between job search self-efficacy, employment goals, job search planning, job search behaviors, and effort allocated to job search. The authors hypothesized that

employment goals would mediate the effect of job search self-efficacy on job search planning, behaviors, and effort. The study involved 100 participants who completed measures related to these concepts. However, the regression analyses did not support the hypotheses. Contrary to expectations, employment goals did not mediate the relationship between self-efficacy and job search planning, behaviors, and effort. Instead, self-efficacy was found to have a direct influence on job search planning and behaviors. This study contributes to the literature by investigating the effect of self-efficacy on employment goals in the job search domain, filling some gaps in existing research.

Jayswal, M., Shukla, K., et.al (2015). *Issues and Uses of Online Job Portals: A Comparative Study from the Perspective of Recruitment Consultants in Gujarat*. The objective of this paper was to compare two prominent online job portals, Naukri.com and Monster India, from the perspective of recruitment consultants in Gujarat. The study utilized a descriptive cross-sectional survey of employees in recruitment consultancies in Gujarat and conducted in-depth interviews with experts to identify operational difficulties and features of the portals. A comparison was made using an independent sample t-test. The major findings highlighted the operational challenges faced by consultants when using Naukri.com, such as reset problems, high per click rates, and a lack of niche profiles. On the other hand, consultants using Monster India encountered difficulties related to finding the exact keywords, a shortage of resumes, unspecified nationalities, and incomplete personal details. In terms of features, Monster India was considered better for searching HR-related articles, while Naukri.com was deemed more effective for business development and expansion. The originality and value of this paper lie in its relevance to individuals involved in recruitment activities, recruitment consultancy as a business, and online job portals. It provides insights for both academics and practitioners in these fields.

Yizhong, X., Lin, Z., et.al (2017). *Employability and job search behavior: A six-wave longitudinal study of Chinese university graduates* focuses on the issue of graduate employability in an era when education is becoming more accessible to the general public. It employs the theory of planned behavior to examine the influence of graduate perceived employability on job search behavior, specifically considering the evolving subjective norms, goals, and intensity of job search over time. The research collected data through a six-wave survey conducted with Chinese university graduates. The results indicate that perceived employability positively and significantly

affects job search self-efficacy, attitude, intention, and intensity. However, all variables related to job search declined over time, except for job search attitude, which remained stable. In summary, this longitudinal study highlights the impact of perceived employability on various aspects of job search behavior among Chinese university graduates, with certain variables showing a decline over time.

Mowbray, J, Hall, H, et.al (2017). *'The role of networking and social media tools during job search: an information behaviour perspective'*. The study critically analyzes the existing literature on the networking behavior of young jobseekers in offline and online environments. The authors propose a framework based on information behavior theory for future research in this area. The analysis of relevant material from various research domains reveals three key themes: the importance of social networks and informal channels of information during job search, the role of networking behavior in the job search process, and the adoption of social media tools. However, there is still limited exploration of how young jobseekers engage in networking behavior. By using Tom Wilson's general model of information behavior as a framework, further research can be conducted to gain a comprehensive understanding of the networking process from an information behavior perspective.

Muthyala, R., Wood, S., et.al (2017). *'Data-driven job search engine using skills and company attribute filters'*. According to an online report, there is a significant demand for online job search platforms, with over 200 million unique users searching for jobs every month. This has led technology giants like Google and Facebook to enter this market, alongside established players like LinkedIn, Indeed, Dice, and CareerBuilder. However, existing job search engines have limited filters related to specific skill sets and company attributes, which could enhance personalized and relevant connections between applicants and companies. This paper introduces a framework for a comprehensive "Data-driven Jobs Search Engine" that includes extensive search filters based on user skill sets and various company attributes. The framework also facilitates networking opportunities by providing potential contacts of recruiters and senior positions. The implementation of the framework involves collecting job postings data, extracting meaningful tokens, normalizing data, ranking skill sets, linking company attributes using the Everstring Company API, running user-specific search queries, and ranking job search results. This

customizable and targeted search experience benefits end users while enabling in-depth analytics of the job market using skills-based semantic data and company attributes.

Kenthapadi, K., Le, B., et.al (2017). *'Personalized job recommendation system at linkedin: Practical challenges and lessons learned'*. LinkedIn's job ecosystem serves as a marketplace for job seekers and employers, facilitating efficient matching between candidates and job postings. The job recommendations feature on LinkedIn provides personalized job suggestions to members based on their profile information. The findings of the study suggest that LinkedIn's job recommendation system faces several challenges. These challenges include the need to compute personalized recommendations in real-time while meeting latency requirements and considering large member queries. Incorporating different types of user interaction signals in the relevance model is also identified as a challenge. Furthermore it highlights the unique nature of job recommendations compared to traditional recommendation systems, as job postings are intended to hire only a few employees. Balancing the delivery of suitable candidates with the number of job applications is crucial for job posters. The study provides insights into the system design, architecture, challenges faced in practice, and lessons learned from the production deployment of these systems at LinkedIn.

Mochi, F., Bissola, R., et.al (2017). *'Professional and Non-Professional Social Media as Recruitment Tools: The Impact on Job Seekers' Attraction and Intention to Apply'*. The article examines the recruitment strategies of three companies using professional (LinkedIn) and non-professional (Facebook) social networking websites (SNWs) as tools. The study investigates the impact of perceived usability and attractiveness of these SNWs on job seekers' attraction and intention to apply. The research employs a laboratory experiment with 171 MBA students to compare the effectiveness of different social recruitment strategies. Additionally, a survey of 110 job seekers focuses on the most effective strategy in terms of employer attraction and the influence of perceived usability and attractiveness of professional SNW pages on job seekers' intention to pursue the job. The findings highlight the significant role of LinkedIn as an e-recruitment practice and reveal that the overall company image, usability of the LinkedIn page, and the interaction between page attractiveness and company image positively affect job seekers' intention to pursue the job. The research provides valuable insights for companies regarding job seekers' reactions to

internet-based recruitment, emphasizing the importance of investing in professional social media platforms and prioritizing the usability of SNW pages for effective recruitment strategies.

Greet Van Hoye (2018). *'Job Search Behavior as a Multidimensional Construct: A review of different Job-Search Behaviors and Sources'* The study addresses the multidimensional nature of job search behavior by providing a systematic review of various job search behaviors and their relationships with antecedent variables and employment outcomes. The review is organized into three major dimensions: effort/intensity, content/direction, and temporal/persistence. It covers topics such as job search effort and intensity, job search strategies, preparatory and active job search behaviors, formal and informal job sources, specific job search behaviors, job search quality, job search dynamics, and job search persistence. The findings strongly suggest that considering all dimensions of job search behavior is crucial for understanding job search success in both practical and research contexts. The review has important implications for job seekers and employment counselors, highlighting the significance of addressing the diverse aspects of job search behavior

Carmack, H. J., & Heiss, S. N. (2018). *'Using the theory of planned behavior to predict college students' intent to use LinkedIn for job searches and professional networking'*. According to recent estimates, college students and recent graduates represent the fastest-growing user demographic on LinkedIn, with approximately 40 million profiles belonging to these groups. In this study, the theory of planned behavior was used as a framework to examine the LinkedIn usage, attitudes, perceived control, and social influences of 107 college students in relation to networking and job/internship searching. The findings indicate that students tend to use LinkedIn infrequently and passively. The effectiveness of LinkedIn in assisting students in finding internships and jobs was influenced by their past behaviors, attitudes, perceived behavioral control, and actual behavioral control. The intention to use LinkedIn was influenced by factors such as parents and friends, attitudes, and past use of the platform. Notably, past use of LinkedIn and parental influence were significant predictors of future intention to use the platform.

Vik, Å. S., Nørbech, B. C., et.al (2018). *'Virtual career fairs: Perspectives from Norwegian recruiters and exhibitors'*. This study focuses on virtual career fairs and examines their perceived benefits, challenges, and relevance for recruitment and employer branding. The research involved a semi-structured interview with an organizer of virtual fairs in Scandinavia and a focus group

consisting of Norwegian recruiters and exhibitors. The collected data revealed several themes related to web analytics, web services, and optimization. The benefits of virtual fairs include increased visibility and branding, cost-effectiveness, and the ability to customize experiences based on analytics. The article concludes by considering the potential of virtual fairs to complement or become the new standard in recruitment and outlines future research and practical directions.

Moore, K. (2019). *The quest for sustainable employment: Challenges faced by young people during the job-search process.* The article focuses on the experiences of young job seekers in Australia and the challenges they encounter during their job search. The study highlights three main frustrations faced by these individuals: employers' expectation of relevant work experience, being required to apply for jobs that do not align with their career goals, and personal factors affecting their confidence in presenting themselves to employers. The findings underscore the need for active labour market policies and employers to provide better support mechanisms to help young people overcome these challenges and find sustainable employment. The article emphasizes the importance of reducing long-term youth unemployment and promoting social and economic inclusion by addressing these issues.

Maharjan, S. (2019). *Graduates Perception on Job Search: A Critical Review.* This study investigates the impact of the internet as a job search platform and its benefits for job seekers, particularly graduates. The paper explores graduates' perceptions of job search knowledge from relevant sources. The review focuses on job search strategies, job choices, and accessibility through various sources, with an emphasis on the usefulness of job portals for finding suitable jobs based on skills and requirements. Existing literature suggests that job search behaviors are influenced by awareness levels, which affect job seekers' intentions to apply for jobs. Graduates with general skills may face higher likelihoods of job search disparities in different countries. While many job seekers in developing countries lack awareness of job portals, leading to challenges in finding suitable jobs or alternatives. The findings highlight the importance of a comprehensive study on internet job search applicability to benefit employers, improve graduate recruitment programs, and prepare students for the job market with relevant knowledge and skills.

Karácsony, P., Izsák, T., et.al (2020). *'Attitudes of Z generation to job searching through social media'.* The study aimed to evaluate the job search behaviors and opinions of young individuals,

specifically university students, with a focus on the use of social media. The survey was conducted in Austria and Hungary in March 2020 through email and social media platforms. The analysis of the results explores the priorities of today's younger generation when searching for jobs and how companies are adapting to the influence of social media in this context. The study aims to examine the trends in online job search among "Generation Z." The findings indicate that Generation Z prefers online job search methods, as they dedicate a significant amount of their free time to social media platforms. Traditional recruitment approaches like newspaper advertisements are diminishing, while social media is becoming actively involved in recruitment and human resources management, surpassing its role as purely an entertainment and communication tool.

Mowbray, J. and Hall, H. (2020). *'Networking as an information behaviour during job search: A study of active jobseekers in the Scottish youth labour market'*. This paper aims to fill the knowledge gap regarding the behavioral aspects of networking during job search among young job seekers in Scotland aged 16-24. The research utilizes a mixed methods approach, including interviews, a focus group, and a survey questionnaire with a total of 558 participants. Drawing on a model from the field of Information Science, the study treats job search networking as an information behavior. The findings indicate that young job seekers acquire various types of information through their network contacts during their job search, and frequent networking is associated with positive outcomes, particularly when engaging with family members, acquaintances, and employers. However, barriers such as lack of confidence or awareness limit the extent to which young individuals fully utilize their social contacts in their job search. The practical implication of this research is that career professionals can utilize these insights to guide clients on maximizing the potential of social networks as sources of job search information. This study contributes to the field by providing a comprehensive understanding of job search networking as an information behavior, shedding light on a topic that has been overlooked in previous studies.

Varshavskaya, E. and Podverbnykh, U. (2021). *'Job search strategies of recent university graduates: prevalence and effectiveness'*. This study analyzes job search methods and strategies among recent graduates of Russian universities. Using data from the Russian Graduate Survey 2016, the study examines 12,370 individuals who graduated between 2010 and 2015. The findings indicate that the most common strategies include a combination of formal and informal methods,

as well as purely informal approaches like reaching out to relatives, friends, or employers directly. The most effective strategies involve job searches with the assistance of relatives and friends, direct employer contact, and support from educational organizations. Overall, the study enhances understanding of graduate job search behavior and provides valuable insights for stakeholders in higher education to better prepare students for successful job seeking.

CHAPTER-3
RESEARCH METHODOLOGY

3.1 TITLE OF THE STUDY

Job Search Behaviour of Postgraduates in Management domain

3.2 RESEARCH DESIGN

A quantitative study refers to a research approach that involves the collection and analysis of numerical data to address specific research questions or objectives. In this particular study on job search behavior of Postgraduates in Management domain, a quantitative research design is adopted. By using questionnaires as the primary data collection tool, the study aims to gather numerical data on various aspects of job search behavior and strategies.

The quantitative nature of the study allows for objective measurement and analysis of the data, providing precise and measurable insights. Through the use of statistical techniques such as percentage analysis, the study can quantify the frequency and distribution of different job search strategies and preferred sectors of employment among the respondents. Additionally, cross tabulations are conducted to explore relationships between variables and identify potential patterns or associations.

By employing a quantitative approach, this study aims to provide robust and empirical findings on the job search behavior of Postgraduates in the management domain. The numerical data obtained through questionnaires and the subsequent statistical analysis provide a systematic and objective understanding of the research topic. This enables researchers to draw reliable conclusions and make data-driven predictions regarding the most and least used job search strategies, employment profiles, preferred sectors, and the role of social media and technology in the job search process.

3.3 UNIVERSE AND UNIT

3.3.1 Universe of the study

Postgraduates in management domain who graduated after 2020

3.3.2 Unit of Study

A postgraduate in management domain

3.4 SAMPLING DESIGN

Sampling design refers to the overall plan or strategy used to select a representative subset of individuals or elements from a larger population for research purposes. It involves making decisions about the sampling technique, sample size, and selection method to ensure the reliability and validity of the study's findings.

In the context of this study on job search behavior of Postgraduates in the management domain, the sampling design employed convenience sampling. Convenience sampling is a non-probability sampling technique where participants are selected based on their accessibility and availability to the researcher. In this study, the researchers chose to conveniently sample 70 respondents from the population of management graduates who had completed their studies after 2020.

3.5 SOURCES OF DATA

3.5.1 Primary Data

A self-administered questionnaire, specifically designed for capturing the relevant information was employed to collect primary data.

3.5.2 Secondary Data

Secondary data was obtained by gathering information from journal articles, online sources, including newspapers and magazines available on the internet.

3.6 TOOLS FOR DATA COLLECTION

In this study, a questionnaire was used as the primary tool for data collection from respondents. A questionnaire is a research instrument comprising a series of questions or prompts used to gather data. For this particular study, the researchers themselves designed a questionnaire with a total of 35 questions, categorized into four parts based on the objectives. The first part focused on collecting demographic information, while the second part aimed to assess job search behavior. The third part included questions related to the respondents' employment profiles, and the fourth part focused on the utilization of social media and technology.

3.7 DATA COLLECTION

Google Forms were used as a platform to administer the questionnaire and collect primary data from the respondents.

3.8 TOOLS FOR DATA ANALYSIS

In order to analyze the collected data, Microsoft Excel was employed as a tool, and additionally, the Statistical Package for Social Sciences (SPSS), a specialized software program widely used for statistical analysis, was also utilized. The primary focus of the study was on employing frequency tables to conduct percentage analysis, allowing for a comprehensive examination of the data. Furthermore, cross tabulations were conducted to explore potential relationships and associations between variables of interest.

3.9 CHAPTERIZATION

The proposed dissertation will be presented in five chapters

- **Chapter 1:** Introduction (Introduction chapter includes statement of the problem, significance of the study, general and specific objectives, Theoretical and conceptual definitions)
- **Chapter 2:** Literature Review (It covers introduction and literature reviews)
- **Chapter 3:** Research Methodology (The title of the study, Research Design, Universe and Unit of study, Sampling design, Sources of data collection, Tools for data collection, Tools for data analysis, Chapterization, Limitations of the study)
- **Chapter 4:** Data Analysis and Interpretation (Analysis of data and interpretation is included in this chapter)
- **Chapter 5:** Findings, Suggestions, and Conclusions (Findings based on data analysis, suggestions, and conclusion of the study included in the 5th chapter)

3.10 LIMITATIONS OF THE STUDY

A limitation of this study is that the use of convenience sampling restricts the ability to generalize opinions. Additionally, the study primarily focuses on percentage analysis rather than delving into

the underlying factors contributing to the ineffectiveness of job search behavior, making it a less comprehensive investigation.

CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter focuses on the process of data analysis using Microsoft Excel and SPSS (Statistical Package for Social Sciences). The dataset under examination comprises responses from management graduates on job search behavior of postgraduates who completed their studies after 2020. The data collection was carried out through a questionnaire created using Google Forms. The questionnaire was specifically designed to gather information regarding the job search strategies, employment profiles, use of social media platforms and technology, challenges faced, and factors influencing the job search process for recent postgraduates in the management domain. By analyzing this data, valuable insights can be obtained, providing a better understanding of how management graduates who have recently finished their studies navigate the job search landscape.

4.2 ANALYSIS OF DEMOGRAPHIC VARIABLES

In this study, demographic factors such as age and gender were taken into consideration. The researcher accounted for demographic variables such as age and gender, ensuring that these factors were included and examined to gain a comprehensive understanding of the relationship between the objectives and different segments of the population.

4.2.1 Gender wise participation of respondents

Table 4.2.1

Gender wise participation

| Gender | Frequency | Percent |
|--------------------------|-----------|---------|
| Male | 38 | 54.3 |
| Female | 32 | 45.7 |
| Total no. of respondents | 70 | 100 |

The table presents the gender distribution and participation of respondents in this study. Out of the total 70 respondents, 54.3% were male (38 respondents) while 45.7% were female (32 respondents). This indicates that the survey had a relatively balanced participation rate between genders, with a slightly higher representation of male respondents. The overall distribution

suggests that both males and females were actively engaged in the survey, contributing to a diverse range of perspectives and insights.

4.2.2 Age wise participation of respondents

Table 4.2.2

Age wise participation

| Age | Frequency | Percent |
|-------|-----------|---------|
| 21-25 | 56 | 80.0 |
| 26-30 | 14 | 20.0 |
| Total | 70 | 100.0 |

The provided table displays the age distribution of respondents and their participation in the study. Among the total of 70 respondents, the majority, accounting for 80.0%, fell within the 21-25 age group, with a frequency of 56. Conversely, the 26-30 age group comprised a smaller proportion of participants, representing only 20.0% of respondents, or 14 individuals. This distribution suggests that the survey primarily attracted a younger demographic, with a significant majority falling into the 21-25 age range.

4.3 ANALYSIS OF STRATEGIES USED

The following focuses on the job search strategies employed by postgraduate students in the management domain. The data allows for an examination of the percentage analysis of different strategies used. Analyzing the strategies utilized by postgraduate students during their job search is important for gaining insights into prevailing trends and preferences in this specific field. By exploring the data, valuable insights can be obtained, contributing to both academic and practical knowledge regarding effective job search approaches for postgraduate students in the management domain.

Table 4.3.1

| Strategy | Frequency | Percentage |
|-------------------------------|------------------|-------------------|
| Online Job Boards | 53 | 75.71 |
| Networking with Professionals | 33 | 47.14 |
| Career Fairs and Events | 16 | 22.85 |
| Company Websites | 34 | 48.57 |
| Recruitment Agencies | 8 | 11.42 |
| Total | 70 | |

The table presents a comprehensive overview of the frequencies and percentages of different strategies utilized by management graduates in search of employment.

- Among the total of 70 respondents, the most widely utilized strategy was "Online Job Boards," which accounted for 75.71% with a frequency of 53. This indicates that a significant majority of students relied on online platforms dedicated to job listings to explore employment opportunities.
- The next commonly employed strategy was "Networking with Professionals," with a frequency of 33 respondents, representing 47.14%. This highlights the importance of building connections and engaging with industry professionals as a means of expanding job prospects and accessing potential opportunities.
- "Career Fairs and Events" were utilized by 16 respondents, accounting for 22.85%. Attending these events provides students with opportunities to directly interact with recruiters and company representatives, making it an important avenue for job exploration.
- Another frequently used strategy was "Company Websites," with 34 respondents representing 48.57%. This indicates that students actively sought out employment information and vacancies directly from company websites, demonstrating a proactive approach in their job search.

- Lastly, "Recruitment Agencies" were employed by 8 respondents, representing 11.42%. Engaging with these agencies allows students to tap into their networks and expertise to identify suitable job opportunities.

4.4 ANALYSIS OF EFFECTIVENESS OF DIFFERENT STRATEGIES

Table 4.4.1

| Strategy | Very Effective | Somewhat Effective | Neutral | Somewhat Ineffective | Not Effective at all |
|---|----------------|--------------------|----------|----------------------|----------------------|
| Online Job Boards | 13(18.6) | 32(45.7) | 22(31.4) | 3(4.3) | 0 |
| Networking with Professionals in the Industry | 16 (22.9) | 44(62.9) | 9(12.9) | 1(1.4) | 0 |
| Attending Career Fairs and Events | 10(14.3) | 26(37.1) | 26(37.1) | 6(8.6) | 2(2.9) |
| Applying through Company Websites | 13(18.6) | 41(58.6) | 12(17.1) | 0 | 4(5.7) |
| Recruitment Agencies | 5(7.1) | 28(40) | 26(37.1) | 10(14.3) | 1(1.4) |

The above table is an analysis of the effectiveness of different strategies employed by postgraduate students in the management domain during their job search. The data is categorized into five levels of effectiveness: “Very Effective,” “Somewhat Effective,” “Neutral,” “Somewhat Ineffective,” and “Not Effective at All.”

Online Job Boards

- 18.6% of respondents (13 individuals) found online job boards to be very effective, while 45.7% (32 individuals) considered them somewhat effective.
- Around 31.4% (22 individuals) had a neutral perception, indicating a lack of strong opinion about their effectiveness.

- Only 4.3% (3 individuals) believed that online job boards were somewhat ineffective, and none considered them not effective at all.

Online job boards are perceived as a highly effective strategy for job search among postgraduate students in the management domain. A significant number of respondents found them either very effective or somewhat effective, indicating their efficacy in facilitating job opportunities. The absence of negative ratings highlights the general success of online job boards as a popular and productive method for job seekers.

Networking with Professionals in the Industry

- Networking was perceived as very effective by 22.9% of respondents (16 individuals) and somewhat effective by 62.9% (44 individuals).
- Approximately 12.9% (9 individuals) held a neutral view, suggesting varying experiences with this strategy.
- Only 1.4% (1 individual) considered networking somewhat ineffective, and none found it not effective at all.

Networking with professionals in the industry emerged as a highly effective job search strategy for postgraduate students in management. The majority of respondents rated it as either very effective or somewhat effective, underscoring the importance of building connections and industry relationships. The minimal negative ratings further support the effectiveness of networking in expanding job opportunities.

Attending Career Fairs and Events

- 14.3% of respondents (10 individuals) perceived attending career fairs and events as very effective, while 37.1% (26 individuals) considered them somewhat effective.
- An equal proportion of 37.1% (26 individuals) held a neutral stance, suggesting diverse experiences and outcomes.
- 8.6% (6 individuals) found them somewhat ineffective, and 2.9% (2 individuals) rated them not effective at all.

Attending career fairs and events yielded mixed perceptions of effectiveness among postgraduate students. While a notable number found them effective, a substantial proportion expressed neutral views, indicating varied experiences. The presence of somewhat ineffective and not effective at all ratings suggests that this strategy may not be universally beneficial and could be subject to individual preferences and circumstances.

Applying Through Company Websites

- Applying through company websites was perceived as very effective by 18.6% of respondents (13 individuals) and somewhat effective by 58.6% (41 individuals).
- 17.1% (12 individuals) had a neutral perception, while none considered it somewhat ineffective.
- A small proportion, 5.7% (4 individuals), found applying through company websites not effective at all.

Applying through company websites was generally regarded as an effective strategy, with a majority of respondents rating it as somewhat effective. The presence of very effective ratings indicates its importance as a successful job search approach. However, the existence of negative ratings underscores the need for careful consideration of other strategies and the potential limitations of relying solely on company websites for job opportunities.

Recruitment Agencies

- 7.1% (5 respondents) considered recruitment agencies to be very effective in their job search and 40% (28 respondents) rated recruitment agencies as somewhat effective.
- 37.1% (26 respondents) held a neutral stance, indicating no strong opinion on the effectiveness of recruitment agencies while, 14.3% (10 respondents) perceived recruitment agencies as somewhat ineffective.
- Only 1.4% (1 respondent) found recruitment agencies to be not effective at all.

The analysis suggests that recruitment agencies hold a mixed perception among postgraduate students in the management domain as a job search strategy. While a considerable proportion of respondents found them somewhat effective, a significant number held a neutral view, indicating varied experiences. Additionally, a smaller but notable percentage considered recruitment agencies to be either somewhat ineffective or not effective at all. This discrepancy may stem from variations in the quality and efficacy of different recruitment agencies or individual preferences and experiences. It highlights the need for careful evaluation and consideration when deciding to engage with recruitment agencies during the job search process.

Table 4.4.2

Job Search Strategy* Gender

| Job Search Strategies | Gender | | Total Respondents =70 |
|-------------------------|-------------|-------------|-----------------------|
| | Male | Female | |
| Online job boards | 26 (37.14%) | 27 (38.57%) | 53 |
| Networking | 19 (27.14%) | 14(20%) | 33 |
| Career fairs and events | 12 (17.14%) | 4 (5.71%) | 16 |
| Company Websites | 16 (22.86%) | 18 (25.71%) | 34 |
| Recruitment Agencies | 6 (8.57%) | 2 (2.86%) | 8 |

The given cross-tabulation table shows the distribution of job search strategies utilized by male and female respondents (totaling 70) in their pursuit of employment.

- The most widely utilized job search strategy among both genders was online job boards, with 37.14% of males and 38.57% of females utilizing this method. This indicates that online platforms played a significant role in the job search process for both male and female respondents.
- Networking was another popular strategy, employed by 27.14% of males and 20% of females. This suggests that building professional connections and leveraging personal networks were considered important by both genders in their job search efforts.

- Career fairs and events were utilized by 17.14% of males and 5.71% of females. These results indicate that attending such events was more common among males compared to females, suggesting that males may have perceived these opportunities as valuable for networking and accessing job opportunities.
- Company websites were utilized by 22.86% of males and 25.71% of females. This finding indicates that both genders recognized the importance of directly visiting company websites to explore job openings and gather information about potential employers.
- Recruitment agencies had the lowest utilization rate, with 8.57% of males and 2.86% of females opting for this strategy. This suggests that while a small portion of both genders sought assistance from recruitment agencies, it was a less frequently utilized avenue overall.

Table 4.4.3

Job Search Strategy* Age

| Strategy Used | Age | | Total Respondents = 70 |
|--------------------------------------|------------|-----------|------------------------|
| | 21-25 | 26-30 | |
| Online Job Boards | 39 (55.7%) | 14 (20%) | 53 (75.7%) |
| Networking with professionals | 27(38.6%) | 6 (8.6%) | 33 (47.1%) |
| Career Fairs and Events | 13 (18.6%) | 3 (4.3%) | 16 (22.9%) |
| Company Websites | 26 (37.1%) | 8 (11.4%) | 34 (48.6%) |
| Recruitment Agencies | 7 (10%) | 1 (1.4%) | 8 (11.4%) |

From the above table, we can interpret the following.

- Online Job Boards were the most popular strategy among the respondents, with 75.7% of all respondents utilizing them. Within the age group of 21-25, 55.7% used online job boards, while 20.0% of the respondents aged 26-30 used this strategy.

- Networking with professionals was the second most commonly used strategy, with 47.1% of respondents using it. Among the age group of 21-25, 38.6% utilized this strategy, whereas only 8.6% of the respondents aged 26-30 relied on networking.
- Career Fairs and Events were utilized by 22.9% of the respondents overall. In the 21-25 age group, 18.6% used this strategy, while only 4.3% of those aged 26-30 relied on career fairs and events.
- Company Websites were used by 48.6% of respondents in total. Within the age group of 21-25, 37.1% used this strategy, while 11.4% of respondents aged 26-30 utilized company websites.
- Recruitment Agencies were the least utilized strategy, with only 11.4% of respondents using them overall. In the 21-25 age group, 10.0% used recruitment agencies, while only 1.4% of those aged 26-30 relied on this strategy.

4.5 ANALYSIS OF CHALLENGES FACED IN JOB SEARCH

Table 4.5.1

| Biggest Challenge | Frequency | Percentage |
|--|------------------|-------------------|
| Lack of Job Opportunities | 32 | 45.71 |
| Lack of Experience or Skills | 34 | 48.57 |
| Difficulty in Networking | 21 | 30 |
| Lack of Knowledge about Current Job Market | 15 | 21.42 |
| Others | 8 | 11.42 |
| Total | 70 | |

The provided table presents data on the biggest challenges encountered by individuals in their job search.

Lack of job opportunities

- Out of the total sample size, 32 individuals, accounting for approximately 45.71% of the respondents, reported that their biggest challenge in the job search process is the lack of job opportunities.
- Nearly half of the respondents cited the limited availability of job opportunities as their primary challenge. This indicates a scarcity of suitable positions in the job market, which can make it difficult for individuals to secure employment.

Lack of experience or skills

- Out of the total sample size, 34 individuals, accounting for approximately 48.57% of the respondents, reported that their biggest challenge in the job search process is the lack of experience or skills.
- Almost half of the participants reported a lack of experience or skills as a major obstacle. This suggests that individuals perceive a gap between their current qualifications and the requirements of available jobs, highlighting the importance of acquiring relevant experience and enhancing skill sets.

Difficulty in networking

- Out of the total sample size, 21 individuals, accounting for approximately 30% of the respondents, reported that their biggest challenge in the job search process as difficulty in networking.
- A significant proportion of respondents faced challenges in networking. This implies that establishing professional connections and building relationships with industry professionals is perceived as difficult, potentially hampering job search efforts.

Lack of knowledge about the current job market

- Out of the total sample size, 15 individuals, accounting for approximately 21.42% of the respondents, reported that their biggest challenge in the job search process as Lack of knowledge about the current job market.
- A notable number of individuals expressed a lack of knowledge regarding the current job market. This suggests a need for better access to information about industry trends, job

demands, and market dynamics to facilitate informed decision-making during the job search process.

Others

- Out of the total sample size, 8 individuals, accounting for approximately 11.42% of the respondents, reported that their biggest challenge is other factors.
- A small percentage of respondents mentioned other challenges such as difficulty in cracking interviews, Strong competition and Geographic Limitations. This indicates that job search difficulties can vary among individuals, emphasizing the need for personalized approaches and solutions.

4.6 ANALYSIS OF JOB PROFILE

The following tables provide a comprehensive overview of the job profile of postgraduates in the management domain. These tables cover various aspects, including the preferred type of employment, job titles held, industry or sector interests, and factors influencing their job search. By examining this data, we can gain valuable insights into the career preferences, industry aspirations, and challenges faced by individuals with management postgraduate degrees. This information is valuable for prospective students in making informed career decisions, employers in attracting top talent, and policymakers and educational institutions in aligning educational programs with the demands of the job market.

Table 4.6.1

| Employment Type | Frequency | Percent |
|------------------------------|------------------|----------------|
| Full-time employment | 54 | 77.1 |
| Part-time employment | 3 | 4.3 |
| Internship or apprenticeship | 4 | 5.7 |
| Contract or freelance work | 8 | 11.4 |
| Other | 1 | 1.4 |
| Total | 70 | 100 |

The presented table offers valuable insights into the employment preferences of management graduates, based on the responses of 70 participants. It provides significant information about the types of employment that are preferred by these individuals after completing their management graduation.

Full-time employment

- Approximately 77.1% of the surveyed individuals, accounting for 54 individuals, reported full-time employment as their preferred type of employment.
- The majority of respondents indicated that their current employment status is full-time. This suggests that a significant portion of the surveyed individuals are engaged in regular, ongoing employment.

Part-time employment

- Approximately 4.3% of the surveyed individuals, accounting for 3 individuals, reported Part-time employment as their preferred type of employment.
- A small percentage of respondents reported being employed part-time. This indicates that a few individuals are working fewer hours or have temporary employment arrangements.

Internship or apprenticeship

- Approximately 5.7% of the surveyed individuals, accounting for 4 individuals, reported Internship or apprenticeship as their preferred type of employment.
- A modest number of respondents mentioned being involved in internships or apprenticeships. This suggests that a portion of the individuals are undergoing practical training or gaining work experience in their respective fields.

Contract or freelance work

- Approximately 11.4% of the surveyed individuals, accounting for 8 individuals, reported Contract or Freelance work as their preferred type of employment.
- A notable percentage of respondents reported being engaged in contract or freelance work. This indicates that a significant number of individuals have chosen or are involved in project-based or self-employed work arrangements.

Other

- Approximately 1.4% of the surveyed individuals, accounting for 1 individual, reported others as preferred type of employment.
- A minimal proportion of respondents mentioned remote jobs as their preferred employment. This implies that a very small number of individuals have unique or unconventional employment arrangements.

Table 4.6.2

| Sector | Frequency | Percentage |
|-----------------|------------------|-------------------|
| Finance | 6 | 8.6 |
| Marketing | 13 | 18.6 |
| Human Resources | 37 | 52.9 |
| IT | 9 | 12.9 |
| Others | 5 | 7.1 |
| Total | 70 | 100.0 |

The provided table offers valuable insights into the sector preferences of individuals in the management domain, based on responses from a total of 70 respondents. It presents a comprehensive overview of the sectors that these individuals show a preference for when it comes to their career choices.

Finance

- Around 8.6% of the individuals surveyed, totaling 6 respondents, expressed their interest in the finance sector as their preferred area of employment in the management domain.
- A small proportion of respondents expressed an interest in the finance sector. This suggests that a few individuals are attracted to roles in financial management, investment, or banking.

Marketing

- Around 18.6% of the individuals surveyed, totaling 13 respondents, expressed their interest in the marketing sector as their preferred area of employment in the management domain.
- A notable percentage of respondents indicated a preference for the marketing sector. This indicates an interest in roles related to advertising, brand management, market research, and other marketing-related positions.

Human Resources

- Around 52.9% of the individuals surveyed, totaling 37 respondents, expressed their interest in the finance sector as their preferred area of employment in the management domain.
- A significant majority of respondents showed a strong interest in the human resources sector. This implies that a substantial number of individuals are inclined towards HR roles, such as recruitment, employee relations, talent development, and HR management.

IT

- Around 12.9% of the individuals surveyed, totaling 9 respondents, expressed their interest in the finance sector as their preferred area of employment in the management domain.
- A moderate percentage of respondents expressed an interest in the IT sector. This suggests that a portion of individuals are attracted to roles in information technology, software development, data analysis, or IT management.

Others

- Around 7.1% of the individuals surveyed, totaling 5 respondents, expressed their interest in other sectors.
- A small number of respondents mentioned Operations, Supply Chain, and Logistics Management etc. as their preferred sector of employment. This indicates that a few individuals have unique sector preferences outside of the predefined options.

Table 4.6.3

| Job Title | Frequency | Percentage |
|------------------|------------------|-------------------|
| Intern | 2 | 2.9 |
| Trainee | 6 | 8.6 |
| Associate | 20 | 28.6 |
| Not Employed | 27 | 38.6 |
| Others | 15 | 21.4 |
| Total | 70 | 100 |

The data presented in the table offers valuable insights into the job titles held by management graduates. Out of the 70 respondents, different job titles and employment statuses were reported.

Intern

- Out of the total 70 respondents, 2 individuals, accounting for approximately 2.9% of the sample, held job titles as interns.
- A small percentage of management graduates were working as interns, indicating their participation in temporary roles aimed at gaining practical experience and industry exposure.

Trainee

- Out of the total 70 respondents, 6 individuals, accounting for approximately 8.6% of the sample, held job titles as trainees.
- A moderate percentage of respondents reported being trainees. This suggests that they were engaged in structured training programs designed to enhance their skills and knowledge in specific industries or organizations.

Associate

- Out of the total 70 respondents, 20 individuals, accounting for approximately 28.6% of the sample, held job titles as associate.

- A significant number of management graduates held associate positions. This implies that they were employed in entry-level or junior roles, contributing to various functions within organizations while gaining valuable work experience.

Not Employed

- Out of the total 70 respondents, 27 individuals, accounting for approximately 38.6% of the sample, are not employed.
- A substantial proportion of respondents indicated that they were not employed at the time of the survey. This may be attributed to factors such as actively seeking employment, pursuing further education, or facing personal circumstances that temporarily hindered their employment status.

Others

- Out of the total 70 respondents, 15 individuals, accounting for approximately 21.4% of the sample, held other job titles.
- A notable number of respondents mentioned job titles as Lead, Generalist, Specialist, and Managers Etc. This highlights the diverse range of job titles and positions held by management graduates, reflecting the individualized career paths and unique opportunities within the field.

Table 4.6.4

| Factors affecting Job Search | Frequency | Percentage |
|-------------------------------------|------------------|-------------------|
| Salary and Compensation | 47 | 67.14 |
| Career Growth | 52 | 74.28 |
| Job Location | 30 | 42.85 |
| Reputation of Employer | 29 | 41.42 |
| Others | 4 | 5.71 |
| Total | 70 | |

The table presented provides valuable insights into the factors that influence the job search process of individuals. It includes an analysis of the frequency and percentage of respondents, out of a total of 70, who identified specific factors affecting their job search. By examining this data, we can gain a deeper understanding of the key considerations that individuals take into account when seeking employment opportunities.

Salary and Compensation

- Around 67.14% of the respondents, comprising 47 individuals, identified salary and compensation as a significant factor impacting their job search.
- The majority of respondents cited salary and compensation as a significant factor influencing their job search. This indicates that individuals prioritize financial rewards and consider them crucial in their decision-making process.

Career Growth

- Around 74.28% of the respondents, comprising 52 individuals, identified career growth as a significant factor impacting their job search.
- A significant percentage of respondents identified career growth as a key factor in their job search. This suggests that individuals prioritize opportunities for advancement, skill development, and professional growth when considering employment options.

Job Location

- Around 42.85% of the respondents, comprising 30 individuals, identified job location as a significant factor impacting their job search.
- A considerable number of respondents considered job location as an important factor. This implies that individuals place importance on factors such as proximity to their residence, accessibility, commuting time, and personal preferences when seeking employment.

Reputation of Employer

- Around 41.42% of the respondents, comprising 29 individuals, identified reputation of the employer as a significant factor impacting their job search.
- A notable percentage of respondents expressed that the reputation of the employer is a significant factor in their job search. This suggests that individuals value working for reputable organizations and consider the reputation of the employer as an indicator of work environment, culture, and future prospects.

Others

- Around 5.71% of the respondents, comprising 4 individuals, identified other factors affecting their job search.
- A small number of respondents mentioned other factors such as Work culture, Work life balance and Job security. This indicates that individuals may have unique considerations or specific factors influencing their job search process.

Table 4.6.5

| Employment Status | Gender | | Total |
|-------------------|-------------|-------------|-------------|
| | Male | Female | |
| Employed | 22 (31.43%) | 17 (24.29%) | 39 (55.71%) |
| Not Employed | 16 (22.86%) | 15 (21.43%) | 31 (44.29%) |
| Total | 38 (54.29%) | 32 (45.71%) | 70 |

Based on the provided cross-tabulation table, there are two variables: **“Employment Status”** and **“Gender”**. The table displays the count of respondents based on their employment status and gender. The table represents a sample size of 70 individuals, with 38 males and 32 females. Among the male respondents, 22 individuals are currently employed, while 16 are unemployed. Among the female respondents, 17 individuals are currently employed, while 15 are unemployed.

Employment Status

- Among the 70 respondents included in the study, 39 individuals reported being currently employed, while 31 individuals reported being unemployed.

Gender Distribution

- The sample population consists of 38 (54.29%) male and 32 (45.71%) female respondents, implying a slight gender imbalance in the data.

Employment by Gender

- Of the individuals currently employed, 22 (31.43%) are male and 17 (24.29%) are female. Among the unemployed individuals, 16 (22.86%) are male and 15 (21.43%) are female.

Table 4.6.6

Preferred Sector * Gender

| Sector Preferred | Gender | | Total |
|------------------|-------------|-------------|-------------|
| | Male | Female | |
| Finance | 3 (4.29%) | 3 (4.29%) | 6 (8.57%) |
| Marketing | 8 (11.43%) | 5 (7.14%) | 13 (18.57%) |
| Human Resources | 19 (27.14%) | 18 (25.71%) | 37 (52.86%) |
| IT | 6 (8.57%) | 3 (4.29%) | 9 (7.14%) |
| Other | 2 (2.86%) | 3 (4.29%) | 5 (7.14%) |
| Total | 38 (54.29%) | 32(45.71%) | 70 |

The provided cross-tabulation table represents the responses of individuals, categorized by gender, regarding their interest in specific industries or sectors for employment in the field of management. Based on the column totals, there are 38 male respondents and 32 female respondents, resulting in a total sample size of 70 individuals.

Finance

- In the finance sector, 3 (4.29%) male respondents and 3 (4.29%) female respondents expressed their interest, indicating a total of 6 (8.57%) individuals who are interested in pursuing management roles within the finance industry.

Marketing

- Among the respondents, 8 (11.43%) males and 5 (7.14%) females expressed an interest in the marketing sector. Consequently, a total of 13 (18.57%) individuals are interested in management positions within the marketing industry.

Human Resources

- The human resources sector garnered significant interest, with 19 (27.14%) male respondents and 18 (25.71%) female respondents expressing their preference for this field. Overall, 37 (52.86%) individuals are interested in management roles within the human resources industry.

IT

- Within the IT sector, 6 (8.57%) male respondents and 3 (4.29%) female respondents indicated their interest in pursuing management positions. Hence, a total of 9 individuals are interested in management roles within the IT industry.

Other

- In the category of "Other," 2 (2.86%) male respondents and 3 (4.29%) female respondents expressed their interest. This implies that 5 (7.14%) individuals have an interest in other industries such as Operations, Supply Chain, and Logistics Management etc.

Table 4.6.7

Preferred Sector* Age

| Sector Preferred | Age | | Total Respondents = 70 |
|------------------|----------|----------|---------------------------|
| | 21-25 | 26-30 | |
| Finance | 5 (7.1%) | 1 (1.4%) | 6 (8.6%) |

| | | | |
|------------------------|------------|-----------|------------|
| Marketing | 11 (15.7%) | 2 (2.9%) | 13 (18.6%) |
| Human Resources | 28 (40%) | 9 (12.9%) | 37 (52.9%) |
| IT | 7 (10%) | 2 (2.9%) | 9 (12.9%) |
| Other | 5 (7.1%) | 0 | 5 (7.1%) |

In the given table representing the sector preferences of respondents, categorized by age groups (21-25 and 26-30), we have a total of 70 respondents. The table provides a breakdown of the number of respondents who preferred each sector within the respective age groups, as well as the total number of respondents for each sector.

- Out of the total respondents, 8.6% (6 respondents) preferred the finance sector. Within the 21-25 age group, 7.1% (5 respondents) chose finance, while among the 26-30 age group, 1.4% (1 respondent) selected this sector.
- Among all the respondents, 18.6% (13 respondents) expressed a preference for the marketing sector. In the 21-25 age group, 15.7% (11 respondents) chose marketing, while in the 26-30 age group, 2.9% (2 respondents) preferred this sector.
- The human resources sector garnered the highest preference, with 52.9% (37 respondents) selecting it. Within the 21-25 age group, a significant 40% (28 respondents) showed a preference for human resources, while in the 26-30 age group, 12.9% (9 respondents) chose this sector.
- Among all respondents, 12.9% (9 respondents) favored the IT sector. In the 21-25 age group, 10% (7 respondents) chose IT, while in the 26-30 age group, 2.9% (2 respondents) showed a preference for this sector.
- The “Other” category received a preference from 7.1% (5 respondents) of the total respondents. In the 21-25 age group, 7.1% (5 respondents) selected other sectors, while no respondents from the 26-30 age group chose this category. The “other” category includes industries such as Operations, Supply Chain, and Logistics Management etc.

4.7 ANALYSIS OF USE OF SOCIAL MEDIA PLATFORMS AND TECHNOLOGY IN FINDING JOBS

The following section aims to analyze the utilization of social media platforms and technology in the context of job searching. With the growing influence of digital platforms, individuals are increasingly turning to social media for employment opportunities. The analysis will focus on the social media platforms most commonly used for job searches, the specific features or tools employed during the process, and the technology tools or platforms utilized in conjunction with social media for effective job hunting. By examining these aspects, we can gain insights into the evolving role of technology and social media in the modern job market, shedding light on their impact and potential benefits for job seekers.

Table 4.7.1

| Social Media Platform | Frequency | Percent |
|------------------------------|------------------|----------------|
| LinkedIn | 60 | 85.71 |
| Naukri | 40 | 57.14 |
| Indeed | 24 | 34.28 |
| Glassdoor | 10 | 14.28 |
| Others | 4 | 5.71 |
| Total | 70 | |

The table presents the frequencies and percentages of social media platforms used for job search purposes. The data provides insights into the popularity and usage patterns of various platforms among job seekers.

LinkedIn

- Among the respondents, LinkedIn emerges as the most widely used social media platform for job searches, with a frequency of 60 and a percentage of 85.71%. LinkedIn's

professional networking focus and extensive user base make it a preferred choice for connecting with potential employers and exploring job opportunities.

Naukri

- Naukri, a prominent job portal in the Indian market, ranks second with a frequency of 40 and a percentage of 57.14%. Its specialization in job listings and features tailored to the Indian job market contribute to its popularity among job seekers in the region.

Indeed

- Indeed, a globally recognized job search engine, follows with a frequency of 24 and a percentage of 34.28%. The platform's comprehensive job listings and user-friendly interface make it a preferred choice for many individuals searching for employment opportunities.

Glassdoor

- Glassdoor, known for its combination of job listings and employer reviews, holds a frequency of 10 and a percentage of 14.28%. Its focus on providing insights into company culture, salaries, and interview experiences attracts job seekers seeking transparency and information about potential employers.

Others

- Other social media platforms collectively account for a frequency of 4 and a percentage of 5.71%. This category includes platforms such as Twitter, Hirst, and Facebook etc.

Table 4.7.2

| Features on Social Media | Frequency | Percentage |
|----------------------------------|------------------|-------------------|
| Job Boards or Job Search Filters | 46 | 65.71 |
| Professional Networking | 33 | 47.14 |
| Company Pages | 18 | 25.71 |
| Job Search Groups | 9 | 12.85 |

| | | |
|--------------|----|------|
| Others | 2 | 2.85 |
| Total | 70 | |

The provided table presents the frequencies and percentages of features or tools utilized on social media platforms during the job search process. The data sheds light on the specific functionalities that job seekers employ when utilizing social media for their job search endeavors.

Job boards or job search filters

- Job boards or job search filters emerge as the most commonly used feature, with a frequency of 46 and a percentage of 65.71%. This indicates that a significant majority of job seekers utilize social media platforms to explore job listings or apply filters to streamline their job search process.

Professional networking

- Professional networking and connecting with industry professionals ranks second, with a frequency of 33 and a percentage of 47.14%. This feature highlights the importance of building connections and leveraging professional networks on social media platforms to enhance job search prospects. Networking can provide access to hidden job opportunities, referrals, and valuable insights into specific industries or companies.

Company pages

- Company pages to research about potential employers on social media platforms are also utilized by job seekers, with a frequency of 18 and a percentage of 25.71%. These pages allow individuals to research and gather information about companies they are interested in, including company culture, values, and recent updates. It aids job seekers in making informed decisions and tailoring their applications to specific organizations.

Job search groups or communities

- Job search groups represent another feature used by job seekers, with a frequency of 9 and a percentage of 12.85%. These groups offer a platform for like-minded individuals to connect, share job leads, exchange advice, and provide support during the job search process.

Others

- Other features or tools collectively account for a frequency of 2 and a percentage of 2.85%. This includes features such as messaging functionalities, personalized job recommendations, or job listings offered by individual platforms.

Table 4.7.3

| Technology Tool | Frequency | Percent |
|--|-----------|---------|
| Job search engines or aggregators | 25 | 35.7 |
| Job search apps or mobile applications | 21 | 30.0 |
| Resume or CV builders | 22 | 31.4 |
| Virtual job fairs or virtual career events | 2 | 2.9 |
| Total | 70 | 100.0 |

The presented table displays the frequencies and percentages of technology tools utilized by job seekers during their job search process. The data provides insights into the specific tools employed to enhance job search efficiency and effectiveness.

Job Search engines or aggregators

- Job search engines or aggregators have the highest frequency, with 25 occurrences, constituting 35.7% of the responses. This indicates that a significant proportion of job seekers rely on these platforms to gather job listings from various sources.

Job search apps or mobile applications

- Job search apps or mobile applications rank second in frequency, with 21 occurrences, accounting for 30.0% of the responses. The popularity of job search apps reflects the growing trend of mobile job searching.

Resume or CV builders

- Resume or CV builders are also widely utilized by job seekers, with 22 occurrences, representing 31.4% of the responses. These tools assist individuals in creating professional resumes or CVs, ensuring that their qualifications and experiences are effectively presented to potential employers

Virtual job fairs or virtual career events

- Virtual job fairs or virtual career events have the lowest frequency, with only 2 occurrences, making up 2.9% of the responses. While the usage of virtual events remains relatively low, it indicates a growing trend in leveraging technology for virtual recruitment activities.

Table 4.7.4

Social media platform*Gender Cross tabulation

| Social Media Platform | Gender | | Total Respondents |
|-----------------------|------------|------------|-------------------|
| | Male | Female | |
| LinkedIn | 22 (53.7%) | 19 (46.3%) | 41 |
| Naukri | 18 (52.9%) | 16 (47.1%) | 34 |
| Indeed | 15 (62.5%) | 9 (37.5%) | 24 |
| Glassdoor | 6 (60%) | 4 (40%) | 10 |
| Others | 2 (50%) | 2 (50%) | 4 |
| | 38 | 32 | 70 |

The provided cross-tabulation table presents an analysis of gender and the social media platform utilized by individuals for job search purposes. The table showcases the distribution of responses

from a total of 70 respondents, comprising 38 males and 32 females. The respondents were allowed to select multiple social media platforms.

LinkedIn

Out of the total 70 respondents, 41 individuals chose LinkedIn as their preferred social media platform for job search. Among them, 22 respondents were male (53.7%) and 19 were female (46.3%). This indicates that LinkedIn is a popular choice for both genders, with a slightly higher representation of males.

Naukri

Among the respondents, 34 individuals selected Naukri as their platform of choice for job search. Of these, 18 respondents were male (52.9%) and 16 were female (47.1%). The data suggests that Naukri is also popular among both genders, with a relatively equal distribution.

Indeed

A total of 24 respondents opted for Indeed as their preferred social media platform for job search. Among them, 15 respondents were male (62.5%) and 9 were female (37.5%). This indicates that Indeed is more popular among male respondents, with a higher percentage of males choosing it compared to females.

Glassdoor

Among the respondents, 10 individuals chose Glassdoor for their job search. Of these, 6 respondents were male (60%) and 4 were female (40%). The data suggests that Glassdoor is utilized by both genders, with a slightly higher representation of males.

Others

A total of 4 respondents selected other social media platforms for their job search purposes. This category includes platforms such as Twitter, HIRIST and Facebook. Interestingly, there is an equal distribution between males and females, with 2 respondents of each gender choosing other platforms, contributing 50% each.

Table 4.7.5

Social media platform* Age group Cross tabulation

| Social Media Platform | Age Group | | Total Respondents |
|-----------------------|-------------|-------------|-------------------|
| | 21-25 | 26-30 | |
| LinkedIn | 49 (70.83%) | 11 (15.83%) | 60 |
| Naukri | 28 (40%) | 7 (10%) | 35 |
| Indeed | 3 (4.29%) | 2 (2.86%) | 5 |
| Glassdoor | 8 (11.43%) | 2 (2.86%) | 10 |
| Others | 3 (4.29%) | 1 (1.43%) | 4 |
| | 56 | 14 | 70 |

Upon analyzing the provided cross-tabulation table, which displays the usage of social media platforms for job search purposes based on age groups, the following observations can be made:

LinkedIn

Out of the total 70 respondents, 60 individuals chose LinkedIn as their preferred social media platform for job search. Among them, 49 respondents (70.83%) belonged to the age group of 21-25, while 11 respondents (15.83%) were in the age group of 26-30. This indicates that LinkedIn is predominantly popular among younger individuals, particularly those aged 21-25.

Naukri

Among the respondents, 35 individuals selected Naukri as their platform of choice for job search. Of these, 28 respondents (40%) were in the age group of 21-25, and 7 respondents (10%) belonged to the age group of 26-30. Naukri appears to have a significant user base in both age groups, but with a slightly higher representation among those aged 21-25.

Indeed

A total of 5 respondents opted for Indeed as their preferred social media platform for job search. Among them, 3 respondents (4.29%) were in the age group of 21-25, and 2 respondents (2.86%)

were in the age group of 26-30. The data suggests that Indeed has a relatively smaller user base in both age groups.

Glassdoor

Among the respondents, 10 individuals chose Glassdoor for their job search. Of these, 8 respondents (11.43%) were in the age group of 21-25, and 2 respondents (2.86%) belonged to the age group of 26-30. Glassdoor also appears to have a higher representation among individuals aged 21-25.

Others

A total of 4 respondents selected other social media platforms for their job search purposes. This category includes platforms such as Twitter, Hirst and Facebook. Among them, 3 respondents (4.29%) were in the age group of 21-25, and 1 respondent (1.43%) was in the age group of 26-30.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

INTRODUCTION

This section represents the culmination of the research process, where the gathered data and analysis are presented to address the research objectives and offer insights into the topic under investigation. The chapter begins by providing a concise summary of the primary findings, highlighting significant patterns, trends, and relationships derived from the data analysis. It offers a comprehensive overview of the research outcomes and their relevance to the research questions at hand. Following the presentation of the findings, the chapter proceeds to provide practical recommendations or suggestions based on these findings. These suggestions aim to address the research problem, enhance understanding of the topic, or provide actionable guidance to stakeholders and decision-makers. It is essential that these suggestions are logical, well-supported by the research findings, and aligned with the research objectives. Finally, the chapter concludes by summarizing the key findings, emphasizing their importance, discussing the implications of the study, and acknowledging any limitations or challenges encountered during the research process. Additionally, it may identify potential areas for future research, contributing to the existing knowledge in the field. Overall, this chapter serves as a vital section of the research, allowing the researcher to present their findings, propose recommendations, and draw meaningful conclusions that bridge the gap between research objectives and real-world implications, ultimately advancing knowledge and influencing decision-making.

5.1 FINDINGS

5.1.1 FINDINGS FROM DEMOGRAPHIC VARIABLES

The gender-wise participation indicated that the survey had a relatively balanced representation of male and female respondents. Although there was a slightly higher proportion of male participants (54.3%), females also actively engaged in the survey (45.7%), contributing to a diverse range of perspectives.

Regarding age-wise participation, the majority of respondents (80.0%) belonged to the 21-25 age group, while the 26-30 age group constituted a smaller proportion (20.0%). These results suggest that the survey primarily attracted a younger demographic, with a significant majority falling within the 21-25 age range.

5.1.2 FINDINGS FROM STRATEGIES USED

The major finding from the analysis of job search strategies employed by postgraduate students in the management domain is the significant reliance on online job boards. With 75.71% of respondents utilizing online platforms dedicated to job listings, it is clear that these platforms play a crucial role in the job search process for management graduates. This finding underscores the increasing importance of digital tools and technologies in connecting job seekers with potential employment opportunities.

Additionally, networking with professionals emerged as another prominent strategy, with 47.14% of respondents actively engaging in this approach. This highlights the recognition of the value of building connections and leveraging personal networks to enhance job prospects in the management domain. These findings emphasize the evolving nature of job searching, where digital platforms and personal networks play integral roles in securing employment opportunities for postgraduate students in management.

Regarding gender-wise distribution, both males and females showed similar preferences for online job boards and networking. However, males had a higher participation rate in career fairs and events. Company websites were equally popular among both genders, while recruitment agencies were less utilized by both.

Age-wise analysis revealed that online job boards and networking were widely used by both age groups. The younger age group utilized career fairs and events more, while company websites were commonly used by both. Recruitment agencies were less frequently used in both age groups.

Overall, the findings highlight the effectiveness of online job boards and networking for postgraduate students in the management domain. The results also underscore the importance of considering individual preferences and age-related differences when choosing suitable job search strategies.

5.1.3 FINDINGS FROM CHALLENGES FACED DURING JOB SEARCH

The lack of job opportunities was the primary challenge, with 45.71% of respondents facing limited job prospects. Additionally, 48.57% cited a lack of experience or skills as a major obstacle,

emphasizing the need for skill development. Difficulty in networking was a challenge for 30% of respondents, while 21.42% reported a lack of knowledge about the current job market. Other challenges, such as interview difficulties, strong competition, and geographic limitations, were mentioned by 11.42% of respondents. These findings highlight the complexities individuals encounter during job searches and the importance of addressing both external and internal factors to enhance job search outcomes.

5.1.4 FINDINGS FROM JOB PROFILE

The analysis of the job profile of postgraduates in the management domain reveals valuable insights into their career preferences and aspirations. Among the preferred types of employment, full-time employment stands out as the top choice for approximately 77.1% of respondents, indicating a strong inclination towards regular, ongoing positions. Part-time employment and internships/apprenticeships are less favored, selected by only 4.3% and 5.7% of respondents, respectively, while 11.4% opt for contract or freelance work, indicating a notable interest in project-based or self-employed arrangements.

When it comes to sector interests, the majority of management graduates (52.9%) show a strong preference for the Human Resources sector, followed closely by Marketing, attracting 18.6% of respondents. Finance and IT sectors are preferred by 8.6% and 12.9% of respondents, respectively, suggesting that a substantial number of graduates are attracted to roles in financial management, marketing, and human resources.

Examining the job titles held by management graduates, it is evident that a significant number of individuals (28.6%) are employed as Associates, contributing to various functions within organizations while gaining valuable work experience. Notably, 38.6% of respondents reported being not employed at the time of the survey, and 8.6% are working as interns, indicating their active pursuit of practical experience and industry exposure.

Factors influencing the job search process also come to light, with salary and compensation identified as the most significant consideration by 67.14% of respondents. Career growth is also highly valued, with 74.28% of individuals seeking opportunities for advancement and skill development. Additionally, job location (42.85%) and the reputation of the employer (41.42%) play pivotal roles in shaping respondents' job search preferences.

The gender distribution in the survey reveals a slight imbalance, with 54.29% of respondents being male and 45.71% female. Both genders share a strong preference for the Human Resources sector, with 27.14% of males and 25.71% of females selecting it. Interestingly, the IT sector is less favored by both genders, attracting 8.57% of males and 4.29% of females.

Finally, the analysis of sector preferences by age groups (21-25 and 26-30) showcases the Human Resources sector as the top choice for both groups, with 40% and 12.9% of respondents, respectively. Marketing also appeals more to the younger age group, with 15.7% expressing interest compared to 2.9% in the older group. These findings provide valuable insights for prospective students, employers, and policymakers in aligning educational programs and job opportunities with the demands of the management job market.

5.1.5 FINDINGS FROM USE OF SOCIAL MEDIA AND TECHNOLOGY

The analysis of the utilization of social media platforms and technology in job searching reveals several significant findings. Firstly, LinkedIn emerges as the most widely used social media platform for job searches, with approximately 85.71% of respondents using it. Its professional networking focus and extensive user base make it a preferred choice for connecting with potential employers and exploring job opportunities. Naukri, a prominent job portal in the Indian market, ranks second with 57.14% of respondents using it, reflecting its popularity in the region. Additionally, Indeed, a globally recognized job search engine, is utilized by 34.28% of respondents, indicating its comprehensive job listings and user-friendly interface appeal to job seekers.

In terms of features or tools employed on social media platforms during the job search process, job boards or job search filters rank as the most commonly used, with 65.71% of respondents utilizing this functionality. Professional networking and connecting with industry professionals follow closely, with 47.14% of respondents leveraging their networks to enhance job search

prospects. Company pages are utilized by 25.71% of respondents to research potential employers, providing insights into company culture and values.

Regarding technology tools utilized in conjunction with social media for job hunting, job search engines or aggregators have the highest frequency, with 35.7% of respondents relying on these platforms to gather job listings. Job search apps or mobile applications rank second, with 30.0% of respondents embracing the growing trend of mobile job searching. Additionally, resume or CV builders are widely used, with 31.4% of respondents creating professional resumes to present their qualifications effectively.

The cross-tabulation analysis based on gender reveals that LinkedIn is a popular choice for both genders, with a slightly higher representation of males. Naukri and Glassdoor are also utilized by both genders, while Indeed is more popular among male respondents. The data suggests that social media platforms are equally valued by both genders as essential tools for job searching.

Furthermore, the cross-tabulation analysis based on age groups showcases LinkedIn's overwhelming popularity among younger individuals aged 21-25, with 70.83% of respondents from this age group using it. Naukri also holds a significant user base in both age groups, but with a slightly higher representation among those aged 21-25. Indeed and Glassdoor have relatively smaller user bases, with Glassdoor appealing more to those aged 21-25.

5.2 SUGGESTIONS

Given the significance of networking in job searching, universities and professional organizations should create platforms and events that facilitate networking between students and industry professionals. Building strong connections can provide students with valuable insights, mentorship, and potential job leads.

While online job boards are crucial, students should be encouraged to explore other job search strategies, such as recruitment agencies and job fairs. By diversifying their approaches, students can tap into a broader range of job opportunities.

To address the challenge of limited experience or skills, educational institutions should focus on incorporating practical training and internships within their curriculum. Practical exposure can significantly enhance students' job prospects and make them more attractive to potential employers.

To gain a better understanding of the factors influencing career choices, it is essential to conduct sector-specific research. This will help identify trends and preferences among management graduates in different industries, providing valuable insights for students and employers.

5.3 CONCLUSION

In conclusion, this comprehensive study explored the major focus areas of job search strategies, job profiles, and the use of social media and technology in finding jobs among postgraduate students in the management domain. The findings revealed valuable insights that can significantly impact the career prospects of these graduates. Firstly, the study highlighted the increasing reliance on digital tools and technologies, with online job boards and networking platforms playing a pivotal role in the job search process. This underscores the importance of staying abreast of technological advancements and utilizing these platforms to connect with potential employers effectively. The research also shed light on the challenges faced during the job search process, with limited job opportunities and the lack of experience or skills being significant obstacles. These findings call for proactive measures from educational institutions to incorporate practical training and internships within their curricula to bridge the skills gap and enhance students' employability. Additionally, creating platforms and events for networking between students and industry professionals can empower graduates with valuable mentorship and job leads, helping them navigate the competitive job market more effectively.

Moreover, the study provided valuable insights into the career preferences and aspirations of management graduates, with the Human Resources sector emerging as a top choice for employment. Understanding these sector interests and job profile preferences can assist educational institutions and employers in tailoring their programs and job offerings to meet the demands of the management job market. Furthermore, the significant utilization of social media platforms, particularly LinkedIn, for job searches highlights the importance of a strong online presence and professional networking. Job search tools, such as job boards and filters, further

enhance the job search process, making it essential for graduates to embrace technology in their job hunting endeavors.

In conclusion, this study offers practical implications for educational institutions, employers, and graduates in the management domain. By focusing on enhancing digital skills, providing ample networking opportunities, and aligning educational programs with industry demands, stakeholders can collectively empower management graduates to embark on successful and fulfilling careers in their chosen fields.

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APPENDIX

QUESTIONNAIRE

Hi, I am Sakkiya Haris, II MA HRM Student from Loyola College of Social Sciences, Trivandrum. As part of my final year dissertation, I am doing a Research on the Topic "Job Search Behavior of Postgraduates in Management domain". The Research is conducted among recent Post Graduate students in the field of Management. Kindly spare a few minutes to fill this form with the most appropriate option.

General Objectives

- To study the Job Search Behaviour of Postgraduates in Management Domain

Specific Objectives

- To study the Job Search Behaviour and strategies used by recent Postgraduates of management domain in the pursuit of employment.
- To study the job profile of postgraduates in management domain.
- To understand the use of social media platforms and technology in finding jobs.

To study the Job Search Behaviour and strategies used by recent Postgraduates of management domain in the pursuit of employment.

What job search strategies have you used in the pursuit of employment? (Select all that apply)

- Applying through online job boards
- Networking with professionals in the industry
- Attending career fairs and events
- Applying through company websites
- Recruitment Agencies

How effective do you find online job boards in providing relevant job opportunities?

- Very effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Not effective at all

How often do you network with professionals in the industry to find job opportunities?

- Very often

- Often
- Occasionally
- Rarely
- Never

How effective do you find networking in providing job opportunities?

- Very effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Not effective at all

How frequently do you attend career fairs and events to find job opportunities?

- Very often
- Often
- Occasionally
- Rarely
- Never

How effective do you find career fairs and events in providing job opportunities?

- Very effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Not effective at all

How often do you apply through company websites to find job opportunities?

- Very often
- Often
- Occasionally
- Rarely

- Never

How effective do you find company websites in providing job opportunities?

- Very effective
- Somewhat effective
- Neutral
- Not very effective
- Not effective at all

How often do you use recruitment agencies to find job opportunities?

- Very often
- Often
- Occasionally
- Rarely
- Never

How effective do you find recruitment agencies in providing job opportunities?

- Very effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Not effective at all

I solely depend on campus placement for finding my first job.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

On a scale of 1 to 5, how would you rate the support provided by your institution's career center?
(1 being the lowest and 5 being the highest)

- 1
- 2
- 3
- 4
- 5

What has been the biggest challenge in your job search so far?

- Lack of job opportunities in your field
- Lack of experience or skills required by potential employers
- Difficulty in networking and making connections
- Lack of knowledge about current job market
- Others (please specify_____)

To study the job profile of postgraduates in management domain.

Are you currently employed?

- Yes
- No

If yes, what is your current job title?

- Intern
- Trainee
- Associate
- Not employed
- Others (please specify_____)

If no, how long have you been actively looking for a job?

- 1 month
- 2 month
- 3 month

- I am employed
- Others (please specify_____)

How many job applications have you submitted since your graduation?

- Zero
- One
- Two
- Three
- More than Three

How many job offers have you received since graduation?

- Zero
- One
- Two
- Three
- More than Three

What is your preferred type of employment in the field of management?

- Full-time employment
- Part-time employment
- Internship or apprenticeship
- Contract or freelance work
- Other (please specify: _____)

What industry or sector are you interested in for your employment in the field of management?

(Select all that apply)

- Finance
- Marketing
- Human Resources
- IT
- Other (Please specify :_____)

What factors are most important to you in your job search for employment in the field of management? (Select all that apply)

- Salary and compensation
- Career growth and advancement opportunities
- Job location and commute
- Reputation and brand of the employer
- Other (please specify: _____)

To understand the use of social media platforms and technology in finding jobs.

What social media platforms do you currently use for job search purposes? (Select all that apply)

- LinkedIn
- Naukri
- Indeed
- Glassdoor
- Others (please specify: _____)

How often do you use social media platforms for job search purposes?

- Multiple times a day
- Once a day
- Few times a week
- Occasionally
- Rarely or never

What features or tools on social media platforms do you find most useful in your job search process? (Select all that apply)

- Job boards or job search filters
- Professional networking and connecting with industry professionals
- Company pages to research about potential employers
- Job search groups or communities

- Other (please specify: _____)

How effective do you find social media platforms in helping you find relevant job opportunities?

- Very effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Not effective at all

What types of technology tools or platforms do you find most useful in your job search process?

(Select all that apply)

- Job search engines or aggregators
- Job search apps or mobile applications
- Resume or CV builders
- Virtual job fairs or virtual career events
- Other (please specify: _____)

How effective do you find technology tools or platforms in helping you find relevant job opportunities?

- Very effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Not effective at all

How important do you think having a strong online presence (e.g.: LinkedIn profile, personal website, blog) is in finding job opportunities?

- Not at all important
- Slightly important
- Moderately Important
- Very Important

- Extremely Important

How often do you update your online presence (eg: LinkedIn profile, Personal website, Blog) to reflect your current job search goals?

- Never
- Rarely
- Sometimes
- Often
- Always

Have you ever been contacted by a potential employer or recruiter through social media or technology platforms for job opportunities?

- Yes, multiple times
- Yes, a few times
- Yes, but rarely
- Yes, only once
- No, never

If yes, how did you respond to the job opportunities received through social media or technology platforms? (Select all that apply)

- Applied for the job but no further follow up
- Connected with the potential employer or recruiter for further discussion
- Applied and got the job
- Ignored the job opportunity
- Other (please specify: _____)

Do you believe that social media and technology platforms are becoming increasingly important in the job search process?

- Yes, very important

- Yes, somewhat important
- Neutral
- No, not very important
- No, not important at all