Table of Contents

CHAP	TER-11
INTR	ODUCTION AND DESIGN1
1.1.	Introduction
1.2.	Background
1.3.	Overview of Management Education
1.3	.1. History and Growth of Management Education in India5
1.3	.2. Growth of B Schools in India
1.4.	Management Education in Karnataka: An Overview
1.4	.1. Overview of Regulatory and Developmental Bodies
1.5.	Management Education in Coastal Karnataka
1.6.	Management Education in India: Challenges and Opportunities
1.7.	Role of Management Education in the Corporate World
1.8.	Challenges and Issues in Management Education
1.9.	Factors Affecting Employability of Business Graduates
1.10.	Gap Analysis of Employability Skills of MBA Graduates
1.1	0.1. Key Employability Skills
1.11.	Need of the Study
1.12.	Problem Statement
1.13.	Objectives of Proposed Research
1.14.	Significance of the Study
1.15.	Organization of the Thesis
1.16.	Scope
1.17.	Limitations
CHAP	PTER 2
LITE	RATURE REVIEW33
2.1.	Introduction
2.2.	Placement Scenario for Management Institutes
2.3.	Placement Scenario in Karnataka

2.4.	Coas	tal Karnataka's Unique Placement Landscape	36
2.5.	Over	view of MBA Education and Graduate Placement	37
2.6.	Facto	ors Influencing MBA Graduate Placement	38
2.7.	Theo	retical Frameworks Relevant to Placement	41
2.8.	Emp	loyers' Opinion Regarding Recruitment of Management Students	48
2.9.	Soft	Skill Training in Management Institutes	49
2.10	. Futu	re of Management Institutes	50
2.11	. Sum	mary of Literature	52
2.12	. Rese	arch Gap Identification	57
2.13	. Sumi	mary	58
CHA	PTER	3	60
DEVI	ELOP	MENT OF CONCEPTUAL MODEL	60
3.1.	Intro	duction	61
3.2.	Impo	ortance of Developing a Conceptual Model	61
3.3.	Brief	Outline of the Chapter Contents	63
3.4.	Theo	retical Framework	64
3.4	4.1.	Explanation of Theoretical Models Related to MBA Placements	64
3.4	4.2.	Review of Relevant Literature on Factors Affecting MBA Placements	77
3.4	4.3.	Identification of Key Theoretical Constructs:	78
3.5.	Conc	reptual Model Development	80
3.5	5.1.	Justification for Developing a New Conceptual Model	80
3.5	5.2.	Steps Involved in Developing the Conceptual Model	81
3.6.	Varia	ables and Constructs	84
3.0	6.1.	Detailed Explanation of Variables and Constructs	84
3.0	6.2.	Operational Definitions and Measurement Criteria for Each Variable	88
3.7.	Relat	tionships Hypothesized	90
3.	7.1.	Presentation of Hypotheses Based on the Conceptual Model	91
3.	7.2.	Explanation of Expected Relationships Between Variables	92
3.8.	Visu	al Representation of the Conceptual Model	96
3.8	8.1.	Diagrammatic Representation of the Conceptual Model	96
3.8	8.2.	Explanation of Components and Pathways Within the Model	98
3.8	8.3.	Pathways Within the Conceptual Model	99
3.8	8.4.	Explanation of Pathways	100
3.0	Disci	ission	101

3.9	9.1.	Critical Analysis of the Developed Conceptual Model	101
3.9	9.2.	Comparison with Existing Models in the Literature	101
3.9	9.3.	Strengths and Limitations of the Proposed Model	102
3.9	9.4.	Significance of the Conceptual Model in the Context of MBA Pl	acements .102
3.10.	. Ove	view of the Chapter	103
CHA	PTEF	R 4	104
RESE	EARC	CH METHODOLOGY	104
RES	EARC	H METHODOLOGY	105
4.1.	Intro	duction	105
4.2.	Impo	ortance of research methodology in addressing the study's objective	es106
4.3.	Rese	earch Design	107
4.3	3.1.	Detailed Research Design	108
4.3	3.2.	Population of the Study	108
4.3	3.3.	Sampling Method and Design	108
4.3	3.4.	Detailed Response Distribution	110
4.3	3.5.	Employment Status of Respondents	110
4.3	3.6.	Enhanced Methodological Rigor	110
4.3	3.7.	Data Collection Strategy	111
4.3	3.8.	Primary and Secondary Data	111
4.3	3.9.	Measures Taken to Ensure Data Quality and Integrity	111
4.3	3.10.	Measurement Scales	112
4.3	3.11.	Data Analysis Procedure	112
4.4.	Stud	y Setting	112
4.5.	Vari	ables of the Study	113
4.6.	Ope	rational Definitions of Key Variables	114
4.7.	Data	Analysis Techniques	115
4.8.	Ove	view of the Chapter	117
CHA	PTEF	R 5	118
ANAI	LYSI	S AND DISCUSSION	118
5.1.	Pres	entation and Analysis of Data	120
5.2.		lographic Determinants of Job Placement: The Role of Age	_
5.3.		l vs. Urban: Analysing the Impact of Geographical Location on Milloyment	

5.4.	Parental Annual Income and Employment Outcomes of MBA Graduates127
5.5.	Exploring the Influence of Paternal Education on Graduate Employment Success 129
5.6.	Maternal Education and Its Association with MBA Graduate Employment Outcomes
5.7.	Impact of NAAC Grading on MBA Graduate Employment Outcomes
5.8.	Exploring Academic Predictors of Employment Success for MBA Graduates: The Role of Percentage Score
5.9.	MBA Specializations and Their Influence on Employment Outcomes: An Analytical Overview
5.10.	Linking English Language Proficiency to Job Placement Success of MBA Graduates
5.11.	Internship Experience and Its Influence on MBA Graduates' Employment Outcomes: A Statistical Analysis
5.12.	Extracurricular Engagement and Employment Success of MBA Graduates: A Quantitative Study
5.13.	NCC Participation and Its Influence on MBA Graduates' Employment: An Analytical Perspective
5.14.	Evaluating the Impact of NSS Engagement on MBA Graduates' Employment Opportunities
5.15.	Assessing the Role of Sports and Games in Enhancing MBA Graduates' Employment Prospects
5.16.	Enhancing MBA Employment Outcomes: The Role of Public Speaking and Leadership Programs
5.17.	Cultural Engagement and Its Impact on MBA Graduates' Job Market Success 145
5.18.	Academic Enhancement Activities and Their Impact on MBA Graduates' Employment Outcomes
5.19.	Analysing Soft Skills Impact on MBA Graduates' Job Placement
5.20.	Analysis of Teamwork and Collaboration: Impact on MBA Graduates' Job Placement
5.21.	Problem Solving and Critical Thinking: Impact on MBA Graduates' Job Placement
5.22.	Team Management Skills: Impact on MBA Graduates' Job Placement
5.23.	Impact of Adaptability and Flexibility on MBA Graduates' Job Placement
5.24.	Role of Leadership Skills in MBA Graduates' Job Placement
5.25.	The Influence of Emotional Intelligence on MBA Graduates' Employment Success
5.26.	Exploring the Influence of Self-Esteem and Soft Skills on Employment Success of MBA Graduates
5.27.	MBA Graduates' Perspectives on Enhancing Job Market Readiness: Recommendations for Institutional Improvement

5.28.	Hypothesis Testing
5.29.	Overview of the Chapter
CHAP	TER 6
FINDI	NGS, SUGGESTIONS AND RESEARCH IMPLICATIONS174
6.1.	Introduction
6.2.	Findings of the Research
6.2.	1. Gender Gaps in MBA Employment Outcomes
6.2.2	2. Age as a Key Factor in MBA Graduate Job Placement Outcomes
6.2.3	3. Geographical Disparities in Employment Outcomes Among MBA Graduates 180
6.2.4	4. The Influence of Parental Income on Employment Outcomes Among MBA Graduates
6.2.5	5. The Role of Paternal Education in Shaping Employment Outcomes for MBA Graduates: Trends and Influences
6.2.0	5. Impact of Maternal Education on MBA Graduate Employment Outcomes182
6.2.7	7. Evaluating the Role of NAAC Accreditation in MBA Graduate Employment Outcomes
6.2.8	8. Academic Performance as a Predictor of Employment Outcomes for MBA Graduates
6.2.9	9. Influence of MBA Specialization on Employment Outcomes
6.2.	10. The Role of English Language Proficiency in Job Placement Success for MBA Graduates
6.2.	11. Influence of Internship Experience on Employment Outcomes for MBA Graduates
6.2.	12. The Influence of Extracurricular Engagement on Employment Outcomes for MBA Graduates
6.2.	13. The Influence of NCC Participation on MBA Graduates' Employment Outcomes
6.2.	14. Evaluating the Impact of NSS Participation on Employment Opportunities for MBA Graduates
6.2.	15. Evaluating the Influence of Sports Participation on Employment Prospects for MBA Graduates
6.2.	16. The Impact of Public Speaking and Leadership Programs on Employment Success for MBA Graduates
6.2.	17. The Role of Cultural Engagement in Enhancing Employment Prospects for MBA Graduates
6.2.	

6.2.19.	Assessing the Impact of Communication and Soft Skills on Empl Outcomes for MBA Graduates	
6.2.20.	Exploring the Impact of Teamwork and Collaboration Skills on Emp Outcomes for MBA Graduates	loyment 189
6.2.21.	The Role of Problem Solving and Critical Thinking Skills in Enh Employability for MBA Graduates	_
6.2.22.	The Role of Team Management Skills in Enhancing MBA Gr Employability	
6.2.23.	The Role of Adaptability and Flexibility in Enhancing Employability Graduates	
6.2.24.	Leadership Skills as a Catalyst for MBA Graduates' Employability	191
6.2.25.	The Role of Emotional Intelligence in Enhancing Employment Su MBA Graduates	
6.2.26.	The Impact of Self-Esteem and Soft Skills on MBA Graduates' Empl	•
6.3. Find	ings Based on Objective 1	193
6.4. Find	ings Based on Objective 2	195
6.5. Find	ings Based on Objective 3	197
	ings Based on Objective 4	
	ings Based on Objective 5	
	ings Based on Objective 6	
	ings Based on Objective 7	
6.10. Rese	arch Implications	
6.10.1.	Soft Skills as Core Curriculum Components	
6.10.2.	Gender-Specific Interventions	209
6.10.3.	Customizing Academic Offerings to Market Demand	209
6.10.4.	Focus on Rural and Urban Disparities	209
6.10.5.	Co-Curricular Programs as Employability Enhancers	209
6.10.6.	Institutional Accreditation and Branding	
6.10.7.	Importance of Self-Esteem and Confidence	209
6.10.8.	Experiential Learning and Industry Collaboration	209
6.10.9.	Adapting to Evolving Market Trends	210
6.10.10.	Fostering Lifelong Learning	210
6.10.11.	Data-Driven Policy Decisions	210
6.10.12.	Longitudinal Studies for Future Insights	210
CHAPTER	R 7	211
CONCLU	SION	211

7.1. Lim	nitations of the Study	212
7.1.1.	Sample Size and Scope	212
7.1.2.	Self-Reported Data	212
7.1.3.	Cross-Sectional Design	213
7.2. Fut	ure Research	213
7.2.1.	Longitudinal Studies	213
7.2.2.	Comparative Studies	213
7.2.3.	Impact of Digital Skills	214
7.2.4.	Employer Perspectives	214
7.2.5.	Effectiveness of Interventions	214
7.3. Cor	nclusion	215
REFERE	NCES	216
APPENDI	IX	228
QUESTIC	ONNAIRE	229
ARTICLE	ES PUBLISHED	234