

FACTORS ASSOCIATED WITH THE PLACEMENT OF MBA GRADUATES: A STUDY IN COASTAL KARNATAKA



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award of the Degree of

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CONCLUSION

7.1. Limitations of the Study

While this study provides valuable insights into the factors influencing job placement outcomes for MBA graduates in Coastal Karnataka, it is important to acknowledge several limitations that may affect the generalizability and robustness of the findings.

7.1.1. Sample Size and Scope

One of the key limitations of this study is its restricted sample size and geographic scope. The study focuses exclusively on MBA graduates from Coastal Karnataka, which limits its representativeness to the broader population of MBA graduates across India. The diversity in terms of regional, cultural, and institutional factors can vary significantly across different parts of India, and these factors could substantially impact employability outcomes. Therefore, the findings may not be fully generalizable to MBA graduates from other states or regions where the job market, educational standards, and socio-economic conditions may differ. Future research could address this limitation by expanding the sample size to include graduates from various regions of India, ensuring a more diverse and representative analysis of the factors influencing job placement success.

7.1.2. Self-Reported Data

The study relies on self-reported data collected through an online survey, which introduces the potential for bias in the responses. Self-reported data is inherently subjective, and respondents may not always accurately reflect their true experiences, skills, or job outcomes. For instance, participants may overestimate their self-esteem, soft skills, or job placement success due to social desirability bias, or conversely, they might underreport their achievements due to a lack of confidence or fear of judgment. Additionally, discrepancies between self-reported and actual data (such as job placement rates) could affect the accuracy and reliability of the study's conclusions. To mitigate this limitation, future research could incorporate objective measures, such as employer evaluations, official placement data, or third-party skills assessments, to complement the self-reported data.

7.1.3. Cross-Sectional Design

The study uses a cross-sectional design, which captures data at a single point in time. This design provides a snapshot of the factors influencing job placement outcomes but does not account for the potential changes in these factors over time. Employability is a dynamic process that can evolve as graduates gain work experience, refine their skills, and adapt to changing job market conditions. A cross-sectional design does not allow for observing causal relationships or the long-term impact of various factors on employment success. Longitudinal studies, which track participants over an extended period, could provide a more comprehensive understanding of how self-esteem, soft skills, and other factors influence employability outcomes over time. By observing graduates at multiple stages in their career development, future research could offer deeper insights into the sustained impact of these factors on long-term career success.

7.2. Future Research

Building on the findings and limitations of this study, several avenues for future research could provide deeper insights into the factors influencing MBA graduates' employability. These directions aim to expand the scope, improve the accuracy, and address this study's limitations.

7.2.1. Longitudinal Studies

One key area for future research is the adoption of longitudinal studies, which would allow researchers to track the career trajectories of MBA graduates over an extended period. This approach could provide valuable insights into the long-term impact of various factors, such as educational background, soft skills, and internships, on employability and career progression. Longitudinal studies would enable researchers to assess how employability factors evolve, helping to identify predictors of sustained job success and the role of continuous personal and professional development. Such studies could also offer insights into the long-term effectiveness of MBA programs in preparing graduates for the job market.

7.2.2. Comparative Studies

Future research could benefit from conducting comparative studies across different regions of India and internationally. Regional and cultural variations in employability factors are likely to exist due to differences in educational systems, job market conditions, and employer

expectations. Comparative studies can provide a broader understanding of how specific factors, such as soft skills or digital literacy, are prioritized in various geographical contexts. These studies could also highlight the impact of cultural norms and regional economic conditions on the employability of MBA graduates, offering valuable insights for designing context-specific educational and career interventions that are more attuned to local needs.

7.2.3. Impact of Digital Skills

With the increasing digitization of the job market, investigating the role of digital skills in enhancing the employability of MBA graduates is an essential area for future research. In today's digital age, data analysis, programming, and digital marketing skills are becoming increasingly crucial for success across various industries. Research exploring the correlation between digital competencies and employment outcomes could shed light on the specific digital skills that employers value most and help identify gaps in MBA curricula. This would allow academic institutions to better prepare graduates for the evolving demands of the workforce and enhance their employability in the digital economy.

7.2.4. Employer Perspectives

Another valuable area for future research is exploring employers' perspectives on the skills and qualities they seek in MBA graduates. Conducting interviews and surveys with employers can provide critical insights into the expectations of the job market and how well MBA programs align with industry needs. By understanding the skills, experiences, and personal attributes employers prioritize, educational institutions can better tailor their curricula to equip students with the most demanding competencies. This research can also help identify discrepancies between the skills taught in MBA programs and those sought by employers, facilitating improvements in program design and content delivery.

7.2.5. Effectiveness of Interventions

Future research could also assess the effectiveness of various interventions to enhance MBA graduates' employability. These interventions may include soft skills training programs, mentorship initiatives, and career services provided by educational institutions. Evaluating the impact of such programs on graduates' job placement success and career progression would offer evidence-based recommendations for refining and optimizing these interventions. Research in this area could also help identify which specific interventions are most effective in

addressing the challenges faced by graduates in securing employment, thus providing actionable insights for academic institutions and career development centres.

7.3. Conclusion

This study has provided a comprehensive analysis of the factors influencing the employability of MBA graduates, focusing on the roles of self-esteem, soft skills, and other key competencies in determining job placement success. The findings reveal that psychological factors, such as self-esteem and interpersonal skills, like communication and teamwork, significantly contribute to employability. Graduates with higher self-esteem and well-developed soft skills demonstrated better job placement outcomes, underscoring the importance of a holistic approach to business education. These results suggest that MBA programs should not only emphasize technical knowledge but also prioritize the development of personal attributes, such as confidence and interpersonal effectiveness, which are essential for navigating the competitive job market.

In light of the study's limitations, including the restricted sample size and the reliance on self-reported data, future research could expand the scope by incorporating longitudinal studies, regional comparisons, and employer perspectives. This would offer a more nuanced understanding of the long-term impacts of these factors on career progression and the evolving demands of the job market. Moreover, exploring the integration of digital skills into MBA curricula and assessing the effectiveness of employability-enhancing interventions would further strengthen the alignment of academic programs with industry needs. Ultimately, the study contributes to the growing body of knowledge on employability, providing actionable insights for educational institutions, employers, and policymakers to enhance the career success of MBA graduates.