



Early Employee's Aspiration with Enriched Performance & Retention – A Pilot Study of Engineering Students

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Abstract

Today business world is with the challenge to meet competitors excite customers and with the value added service provision which need the help of employee's favourable aspiration. Here the author has done a pilot study with 100 samples of engineering students of career aspirations and its impact upon the motivation with retention in the later future for the employees.

Keywords: Aspiration, Motivation, Retention, strategy, competitive market

Introduction:

Broad scope of employment due to globalization squeezes the employee loyalty and developed the challenge for the creation and development of effective employee for the organization with their retention because of the lack of the proper management process in planning for selection and motivation .Planning for the selection and motivation and retention of the employees is guided by the help of psychological factor that is he individual aspiration towards his career. Aspiration is a strategy to convert the dream of the employee into reality and this concept al ways emphasised upon the interest of the employees. The selection committee has the primary task to identify each and every aspirational level of the employees with matching of organizational goal. Perfect matching between the candidate's aspiration and organizational goal may be selected and with job offering according to the aspirational level helps the employee to the work in a motivated way and with the satisfaction towards the job which may protect the employee absenteeism and leaving of the job .

Here the author has taken 100 samples of engineering students to test their early aspiration , motivation and retention in the organization or in the job with the analysis and interpretative statistical result .

Literature Review:

Employee aspiration is important factor for the employee growth and development. This concept had its research by number of scholars with the research report in the following way.

Liyaqot Bashir in his research report about aspiration has mentioned that Aspiration helps to develop and grow the aspiration of the individual and it is just a frame towards human self-esteem .

Patton & creed (2007) with his research report has emphasized upon aspiration and its importance in the working place and told occupational aspiration have been conceptualised within career developmental task for adolescents when seeking careers that are comparable with their self - concepts .

Ashby & Schon (2010) had made the research in the field of aspiration and have their concluding report that the value of exploring the career aspiration is based on studies findings that teenage career aspirations are linked to adult social states attainment.

Rajewski(2005) Career related goals / choice and early aspiration can be applied to predict later aspiration , ultimately the occupational choice that people make .

Beal & crocket (2013) with their research report highlighted the result of mental health and life satisfaction which creates motivation among the employees to do the work effectively with interest and latterly that satisfaction will make retention inspiration among them within the organization to meet both their own and organizational need .

Eccles (2011) had done research on the student aspiration with its future impact. In his study report he mentioned that career aspirations are recognised as the most important variables that affect student work in the future.

Data & Methodology

The respondents are 100 students randomly sampled from premier B.Tech colleges in India. The instrument used for data collection for aspiration is developed in the study. Each respondent was asked to evaluate on a scale 1-6 (1 represents at all important, 6 represents very important and 35 questions are asked in the questionnaire.)

The data was analysed statistically in order to understand the nature of the dimensions of aspiration as pertaining to Indian B.Tech. Students. Descriptive analysis in the form of means and standard deviation analysis was used to understand the importance and likelihood of attainment perceived under different dimensions of aspiration. ANOVA test was used to determine the differences in the importance and likelihood of attainment under different dimensions of aspirations between different demographic groups. Finally, factor analysis used to understand components of aspiration, as perceived by B.Tech students

Analysis and Interpretation

100 questionnaires filled by the respondents 84 are found to be completed and usable, representing a percentage effective response rate, the respondents represented a good cross section of the Indian B.Tech students. The demographic profiles of the respondents are detailed below.

In terms of gender, 41.5 % were male. In fact, this represents a higher proportion of women than would generally be expected perhaps reflecting the increasing opportunities for women in technology.

In terms of age, 90.4% of the respondents were aged between 18 and 21. The mean age of the respondents was 3.1 with standard deviation is 1.23. In terms of rural / Urban background 24.5% respondents were from government schools 43.6% were from private schools and 31.9% were from convent school. This reflects the relative lack of opportunity from government schools, though it does represent a considerable improvement over the past. In terms of academic performance, the distribution of marks of the respondents are as follows. The mean marks scored in the school finals were 75.38% with standard deviation 9.80.

Descriptive analysis :

The descriptive of the response variables is summarized in table 1 & 2.

Table 1: Descriptive statistics of importance of aspirational dimensions.

Particulars	Mean	S.D
Importance of wealth	5.846	.912
Importance of fame	5.610	1.140
Importance of image	4.726	1.251
Importance of personal growth	6.480	.580
Importance of relationship	6.286	.924
Importance of community	6.063	.926
Importance of health	6.417	.748

The dimension perceived by the Indian B.Tech. Students to be most important on an average was personal growth, followed by health relationship and community, further paired difference in the mean importance of personal growth and health was not statistically significant (at 5% level of significance) indicating that these dimensions of aspirations. The other dimensions were perceived to be much less important.

Table -2 Descriptive statistics of likelihood of attainment of aspirational dimensions.

Parameters	Mean	S.D
Likelihood of wealth	5.777	.865
Likelihood of fame	5.158	1.064
Likelihood of Image	4.552	1.196
Likelihood of personal growth	6.025	.758
Likelihood of relationship	5.900	1.030
Likelihood of community	5.700	1.070
Likelihood of Health	5.907	.911

The dimension perceived by the Indian B. Tech. students to be most likely to attain on an average was personal growth, followed by health, relationships and wealth further paired t-test were performed, and it was found that the difference in the mean likelihood of attainment of personal growth

, health and relationships was not statistically significant (at 5% level of significance), indicating that the three dimensions were perceived to be equally likely to attain dimensions of aspiration. The other dimensions were perceived to be much less likely to attain.

Difference in the analysis:

There was no significant difference in the perception of importance of the 7 dimensions of aspirations between gender, groups, medium of instruction at school and immediate disciplines. There were statistical significant differences in the perception of importance of some of the 7 dimensions of aspirations between groups based on rural/ urban background, The descriptive statistics for each of the dimensions in each background is presented in Table -3.

Table – 3 (Descriptive statistics of the importance of the seven dimensions of aspiration by background)

Parameters	Rural		Urban	
	Mean	S.D	Mean	S.D
Importance of wealth	5.907	.910	5.588	.960
Importance of fame	5.680	0.870	5.580	1.190
Importance of image	5.053	.630	4.643	1.351
Importance of personal growth	6.470	.490	6.500	.620
Importance of relationship	6.120	.979	6.332	.941
Importance of community	6.00	.778	6.106	.948
Importance of health	6.053	.776	6.524	.729

On an average, the respondents from a rural background tended to perceive wealth, fame and image dimensions of aspirates to be more important than the use from on urban background perceived and vice versa for the other dimensions of aspiration. In fact, the perception of importance of health was significantly higher (10% level of significance) for respondents from a private or convent school background than of those from government school background.

Table -4 (Descriptive statistics of the importance of the seven dimensions of aspiration by schooling background)

Parameters	Government		Private		Convent		F- test
	Mean	S.D	Mean	S.D	Mean	S.D	
Importance of Wealth	5.843	1.063	5.776	.808	6.007	.906	.572
Importance of fame	5.640	1.210	5.470	1.190	5.730	1.060	.462
Importance of image	4.583	1.171	4.737	1.291	4.767	1.348	.151
Importance of personal growth	6.260	.830	6.530	.520	6.630	.440	2.68
Importance of relationships	6.00	1.169	6.361	.954	6.440	.690	1.59
Importance of community	5.748	1.262	6.229	.770	6.160	.749	2.20
Importance of health	6.304	.811	6.449	.793	6.560	.648	.749

There were statically significant differences in the perception of importance of some of the seven dimensions of aspiration between respondents in different graduation disciplines. The descriptive statistics for each of the dimensions in each graduation disciplines is prevented in the table.

Table – 4 (Descriptive statistics of the likelihood of the seven dimensions of aspiration by gender groups.

PARAMETERS	FEMALE		MALE		T-TEST
	Mean	S.D	Mean	S.D	
Importance of Wealth	6.015	.698	5.629	.901	.201
Importance of fame	5.195	1.049	5.133	1.098	
Importance of image	4.528	1.221	4.531	1.223	
Importance of personal growth	6.256	.511	5.880	.875	
Importance of relationships	6.080	.950	5.760	1.080	
Importance of community	5.830	.870	5.650	1.180	
Importance of health	6.007	.886	5.796	.935	

The perception of importance of wealth, fame and image was significantly higher (at 5% level of significance) for science and commerce students than for others. Other differences were not statistically significant. There were significant differences in perception of likelihood of attainment of some of the seven dimensions of aspiration between gender groups. The descriptive statistics for each of the dimensions in each background is presented in table -5.

Table -5 (Descriptive statics of the likelihood of attainment of the seven dimensions of aspiration by background)

Parameters	Rural		Urban		T-test
	Mean	S.D	Mean	S.D	
Likelihood of wealth	5.787	.943	5.790	.826	-.012
Likelihood of fame	5.133	1.038	5.149	1.086	-.527
Likelihood of Image	4.600	.760	4.516	1.288	-.244
Likelihood of Personal growth	5.877	1.095	6.076	.688	-.155
Likelihood of relationships	5.770	1.240	5.910	1.020	-.470
Likelihood of community	5.470	1.180	5.770	1.040	-.002
Likelihood of Health	5.533	0.943	5.985	.905	-1.76

The perception of likelihood of health was significantly higher (at 10% level of significance) for respondents with an urban background than for those with a rural background other differences was not statically significant.

There were significant differences in perception of likelihood of attainment of some of h seven dimensions of aspirations between groups based on medium of instruction at school. The descriptive statistics for each of the dimensions in each background is presented.

Conclusion

This study was undertaken to understand the levels of importance and likelihood of attainment that Btech students attached to different internally oriented aspirations. It is interesting to find that Btech students in general attached greater importance to internally oriented aspirations such as personal growth, health, relationships and service to community. But when it comes to analysing their response with respect to the possibility of attainment in the future, wealth gets factored in. This interesting in a way because it deals with the inherent assumptions students have about management jobs that they are financially rewarding and therefore, there is a high possibility that wealth would follow as a consequence of their engagement with organizations in managerial capacity. Thus wealth on its own is not the driving / motivating factor for Btech students.

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