



Difficulties that New Commerce Encounter in Securing Job Opportunities

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ABSTRACT

In the dynamic world of business, transitioning from university to the workforce is fraught with difficulties, especially for recent graduates. Finding work prospects gets more difficult as the world economy changes and sectors adjust to new technologies and evolving market dynamics. This study book explores the various aspects that affect the career chances of recent graduates by diving deeply into the complexities of the challenges they encounter in the business world. The impetus for this study originated from the realization that a thorough understanding of the challenges faced by recent graduates and aspiring professionals navigating the intricate employment markets is vital. By means of painstaking investigation and examination, this book seeks to illuminate the fundamental problems that obstruct the smooth transition from education to work, providing insightful information for prospective practitioners as well as interested parties in the business sector. This research book's format is intended to offer a comprehensive analysis of the difficulties encountered by recent graduates in finding employment. It starts with an introduction that establishes the context by defining the importance of the subject and summarizing the goals of the research. After the introduction, the book delves into a comprehensive analysis of the current literature, combining knowledge from earlier studies to place the topic in the larger framework of scholarly debate. The technique section describes the strategy used to collect and evaluate data. Granting openness to the study procedure. The data analysis chapter then provides the findings from empirical research, using both quantitative and qualitative methods to identify patterns, trends, and correlations related to the dynamics of the labour market and the experiences of recent graduates. The data interpretation section expands on the empirical findings by exploring the subtleties of the findings and providing analytical viewpoints and insights into the underlying factors influencing job prospects for newcomers in the commerce sector. Based on these observations, the book offers a number of useful recommendations meant to tackle the issues noted and improve prospects for future professionals. Additionally, a questionnaire component in this study book is included to help gather viewpoints and experiences from those who are directly affected by the topic. Thus strengthening the study's empirical foundation. The conclusion, which sums up the main conclusions, restates the research's consequences, suggests directions for further research, and captures the spirit of the project.

Key Words:- Fresher, Employment, Corporate, Opportunity, Challenges.

INTRODUCTION

This study investigates the challenges faced by recent graduates in the job market, focusing on the challenges they face in transitioning from college to the competitive workplace. The main difficulties faced by new hires include lack of experience, potential lack of respect or support from managers, and the steep learning curve. To overcome these obstacles, it is essential to speak up and have confidence in one's skills. Studying commerce can provide individuals with a wide range of abilities, from strategic commercial insights to financial savvy. However, making the move from school to the workplace can be extremely difficult, and many graduates find it difficult to find fulfilling jobs. The purpose of this study is to clarify the nuances of the job market for recent graduates in business and provide significant insights to the business community, governments, and academic community by closely examining the underlying causes and considering possible remedies. The curriculum of commerce education programs is examined, focusing on elective courses, core disciplines, and the ratio of theoretical to practical knowledge. Core subjects, such as accounting, finance, marketing, and business management, are the cornerstone of a commerce degree. Elective courses are often selected according to students' interests and intended careers, allowing them to select courses according to their interests and careers. Practical exposure is also crucial, as case studies, internships, and real-world applications can help assess the degree to which commerce education equips students for the demands of the working world. Instructional approaches to commerce education include hands-on activities and traditional lectures. Conventional lectures have been a mainstay of education for a very long time, but they may not always be effective in preparing students for the modern labor market. By understanding the challenges faced by recent graduates in the job market, they can develop effective strategies to help them achieve success in the workforce. This chapter examines the economic factors influencing employment prospects for recent commerce graduates. It explores how GDP growth, inflation rates, and monetary policy impact the job market, with GDP growth and job creation being crucial. Inflation and cost of living also affect individuals' purchasing power, while monetary policies and interest rates influence borrowing,

spending, and investing decisions. The industry dynamics are examined, with finance and banking being a top choice for graduates in commerce. The retail and e-commerce sectors are also examined, with the need for experts in supply chain management and e-commerce. Information technology and data analytics are becoming increasingly important, with the demand for graduates in fields like data analysis, business intelligence, and IT consulting. Globalization offers opportunities for overseas employment, with cross-border employment trends and global hubs shaping the demand for commerce experts. The entrepreneurial landscape offers an alternative path for graduates, with startups offering agility and creativity. However, entrepreneurs face challenges such as finance limits, market competition, and the learning curve associated with running a firm. Academic achievement often correlates with job market entry, with specialized degrees in finance, accounting, and business analytics being in high demand. Continuing education and professional development are essential for maintaining employability in today's rapidly changing employment environment. Economic downturns present distinct problems for job seekers, with downsizing and industry contractions posing challenges for graduates. Future trends in job market dynamics include automation and AI, sustainability and CSR, and the growing emphasis on ethical business practices and environmental stewardship. Understanding these factors can help graduates navigate difficult times and secure fulfilling careers in the ever-changing job market. The economic influence of GDP growth, inflation rates, and monetary policy on job opportunities is a crucial aspect for commerce graduates looking to begin their professional careers. Inflation and the cost of living directly affect the financial attractiveness of work possibilities, making it essential for graduates to understand these realities. Monetary policies and interest rates play a significant role in shaping the demand for commerce experts, with fluctuating interest rates determining the ephemerality or solidity of work opportunities. Industry dynamics also impact the availability and character of work prospects for commerce graduates. Finance and banking are constantly changing, with digital transformation, fintech upheavals, and regulatory shifts shaping career paths. Retail and e-commerce require adapting to changing consumer tides, while information technology and data analytics represent a technological tsunami reshaping the work economy. Globalization has led to the breakdown of regional boundaries, creating new opportunities for commerce graduates. Cross-border employment trends, multinational corporations, and the start-up ecosystem offer opportunities for commerce graduates. Entrepreneurship and the startup ecosystem play a role in creating job possibilities, but entrepreneurs face challenges such as finance limits, market competitiveness, and the steep learning curve associated with running a company. Educational achievement plays a significant role in job market entry, with undergraduate degrees, postgraduate qualifications, and certifications affecting job prospects. Specialized degrees in finance, accounting, and business analytics are in high demand, and strategic choice of specialized degrees becomes an important predictor of professional paths. Continuing education and professional development are crucial for commerce graduates, as they navigate various channels of professional development to improve employability. Economic recessions and job market challenges can be managed by preparing for success and addressing downsizing and industry contraction. The employment market is constantly evolving, with future trends focusing on automation, artificial intelligence, sustainability, and corporate social responsibility. Commerce graduates must prepare for these changes by learning skills that complement automation and adopting ethical practices. The curriculum is crucial in laying the groundwork for students' intellectual development and professional training. Core subjects such as accounting, finance, marketing, and business management are essential for preparing graduates for real-world business operations. Elective courses allow students to personalize their education and align with evolving industrial trends. Practical exposure, which involves real-world applications, case studies, and internships, is another important aspect of commerce education. Conventional lectures have long been the foundation of education, but case-based learning, experiential learning, and constructive dialogues between academia and industry are essential for enhancing curriculum. Industry feedback mechanisms are crucial for maintaining relevance and improving curriculum responsiveness. Establishing robust feedback loops between academia and industry is essential for curriculum development. Industry-driven curriculum refinement ensures that theoretical content meets practical needs of enterprises, producing graduates who are both academically adept and industry-relevant. Skill development initiatives promote versatility in graduates, with workshops, certifications, and specialized training modules being used to develop practical skills. However, it is unclear whether these initiatives are successful in generating commerce experts who can easily transfer theoretical knowledge into actionable insights. Professional certifications and credentials are often used to improve employability in today's competitive labor market. These credentials should be integrated into the curriculum to supplement graduates' skill sets and ensure they meet industry demands. Overall, commerce education programs must adapt their curriculum to meet the evolving demands of the industry and ensure graduates are prepared for the dynamic demands of the modern workforce. The job market is a dynamic and constantly changing arena influenced by economic factors, industry trends, and global dynamics. Commerce graduates face challenges in the competitive job market, including a flood of graduates, a technical skills gap, and a lack of soft skills. The flood of graduates creates a supply-side difficulty, affecting competition for entry-level opportunities. Continuing education and professional development are essential for commerce graduates, as they navigate various channels of professional development to improve employability.

REVIEW OF LITERATURE

1. Agarwal R.N (1970): This study investigated adjustment problems of secondary school pupils as perceived by parents, teachers, and the pupils themselves. While the focus was on school-related adjustment, it provides insights into challenges faced during educational transitions. Understanding these adjustment issues can shed light on the difficulties new commerce graduates might encounter when entering the job market, as transitioning from education to employment can pose significant challenges.
2. Veereswar, P. (1979): This study examined mental health and adjustment problems of college-going girls in urban and rural areas. Although the focus is on gender-specific challenges, it touches upon adjustment issues related to education and social factors. New commerce graduates may face similar challenges related to adjustment in the job market, especially if they are transitioning from rural to urban areas or facing disparities in social adjustment.
3. Isakson, Kirstein; and Jarim's Patricia (1999): This study focused on the adjustment of adolescents during the transition into high school, considering factors such as GPA, sense of school membership, and perceived support from parents. While the context is different, the findings

can be applied to understand the adjustment challenges that new commerce graduates face when transitioning from the academic environment to the job market. Factors like support from family and the sense of belonging can influence their ability to secure job opportunities.

RESEARCH METHODOLOGY

Problem statement:

The research article tries to solve the difficulty of freshers in finding work prospects. Despite having the appropriate qualifications and skills, freshers frequently struggle to get career opportunities due to a variety of circumstances. These problems may include a lack of work experience, industry contacts, and tough competition from experienced professionals, employer biases, and insufficient awareness of employment market trends. This study aims to identify and analyse these challenges in order to provide potential solutions that would help freshers overcome these barriers and successfully enter the workforce. Understanding and tackling these difficulties is critical to ensuring equal opportunities for new graduates and promoting a fair and inclusive labour market for all people entering the workforce.

Research Objective:

To identify the problems faced by freshers.

To know how the freshers managing their problems.

To get information about the competition in the market.

Research Setting:

The research study is limited to companies in and around Bharuch city. Bharuch city serves as the geographical boundary within which the study is conducted. This setting was chosen because it provides a localized perspective on the challenges faced by freshers in specific area.

Research Design:

The study is descriptive in nature. It is based on the data collected through the structured questionnaire from the respondents.

Sources of Data:

The study require primary data.

Primary Data:

The primary data for the research has been collected through the circulation of the structured questionnaire.

Population and sample size:

A population size was 650 from which 65 sample was taken for the study.

Sampling Method:

Non-probabilistic- convenience sampling method was used for the study.

Data Collection Tools:

Primary data has been collected through the questionnaire by distributing the questionnaire, the structured non-disguised questionnaire has been designed for the data collection from the employees.

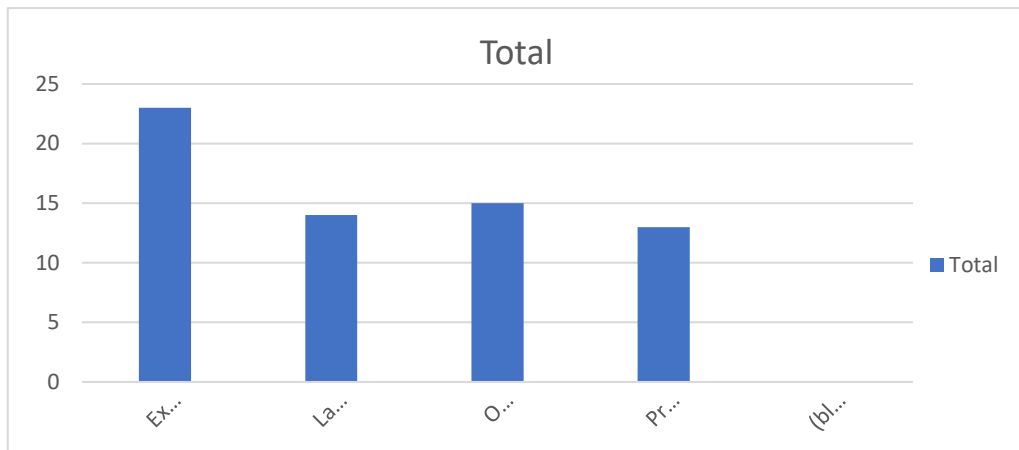
Limitations of the Study:

The study is conducted on the assumptions that the information provided by the respondents is true. Sample size is restricted to 66 only. Having limited time can make it difficult to gather all the information needed and fully understand the research topic. Scope of the study is limited to the companies around Bharuch city.

DATA ANALYSIS AND INTERPRETATION

Question: What is one common challenge faced by freshers in the job market?

Particular	No. Of Responder	Percentage
Extensive work experience	23	35.4
Lack of education	14	21.53



The data provides insights into factors influencing employment, particularly related to respondents' work experience and education levels. A significant portion, 35.4%, attribute their employment to extensive work experience, indicating the value placed on practical skills and on-the-job knowledge. Meanwhile, 21.53% cite lack of education as a factor, underscoring potential barriers faced by individuals without formal educational qualifications. Over qualification is identified by 23.07% of respondents, suggesting that some may struggle to find suitable employment matching their skill level or qualifications.

M.F

The data reveals that 35.4% of respondents attribute their employment to extensive work experience, while 21.53% cite lack of education as a factor. Over qualification is identified by 23.07% of respondents, and 20% emphasize the importance of professional networking in securing employment opportunities.

Question: Why do some freshers struggle to secure jobs despite having a degree?

Particular	No. Of Responder	Percentage
Excessive job opportunities	15	23.07
High salary expectations	14	21.53
Lack of skills and practical experience	26	40
Too much work experience	10	15.4
total	65	100



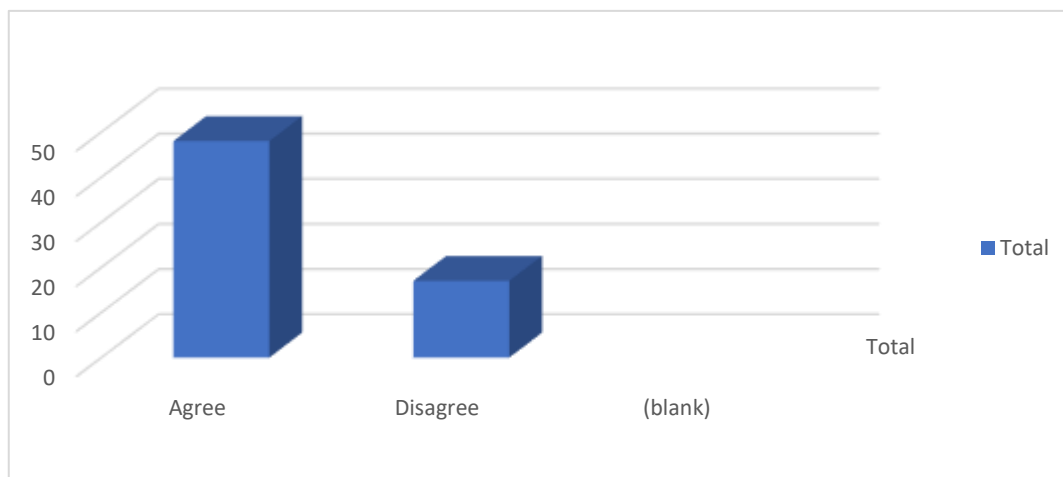
The data illustrates respondents' perceptions regarding factors influencing employment, with 23.07% attributing it to excessive job opportunities, 21.53% to high salary expectations, 40% to lack of skills and practical experience, and 15.4% to having too much work experience. This distribution suggests a diverse range of considerations among respondents when it comes to employment.

M.F

The data reveals diverse perceptions among respondents regarding factors influencing employment. Lack of skills and practical experience is cited by 40% of respondents, followed by excessive job opportunities (23.07%), high salary expectations (21.53%), and too much work experience (15.4%). These findings highlight the multifaceted nature of considerations in the job market.

Question: Why might freshers struggle to match job requirements?

Particular	No. Of Responder	Percentage
Extensive industry knowledge	25	38.5
Lack of soft skills	18	27.7
Option 5	3	4.61
Overconfidence	15	23.07
Specialized certifications	4	6.15
total	65	100



The data presents respondents' perceptions of factors influencing career advancement or success. Among respondents, 38.5% attribute career advancement to extensive industry knowledge, while 27.7% cite a lack of soft skills as a hindrance. Overconfidence is identified by 23.07% of respondents as a potential barrier to career progression, and 6.15% mention the importance of specialized certifications. Additionally, 4.61% of respondents selected "Option 5," which is unspecified in the data provided. These findings indicate a range of factors considered by respondents in assessing career advancement opportunities. While industry knowledge and soft skills are recognized as significant contributors, overconfidence and the acquisition of specialized certifications also feature in respondents' perceptions.

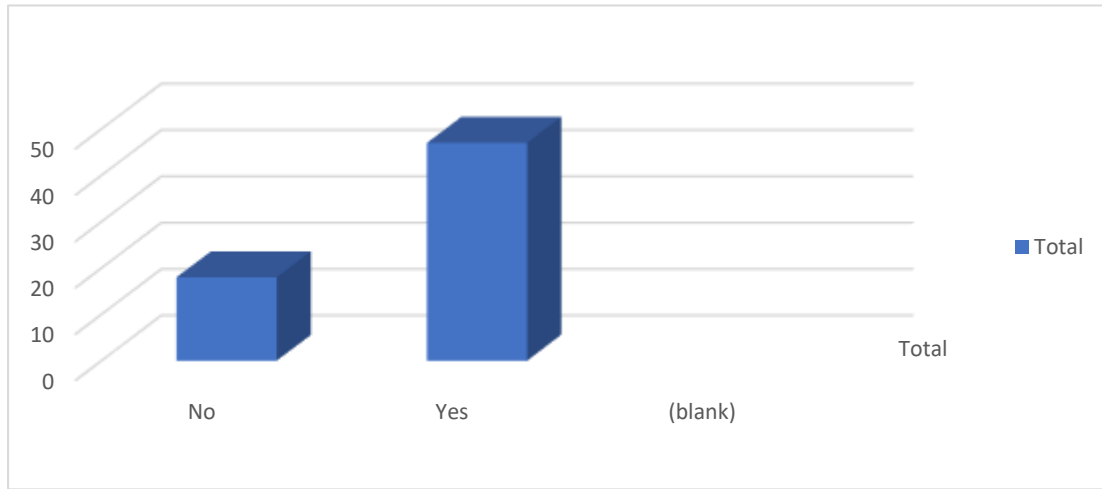
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Among respondents, 38.5% attribute career advancement to extensive industry knowledge, while 27.7% cite a lack of soft skills as a hindrance. Overconfidence is identified by 23.07% of respondents, and 6.15% mention the importance of specialized certifications. Additionally, 4.61% selected "Option 5," an unspecified category. These findings reflect diverse perceptions of factors influencing career progression.

Question: Do you believe that lack of experience is a significant barrier to employment for freshers?

Particular	No. Of Responder	Percentage
Agree	48	73.84
Disagree	17	26.15

total	65	100
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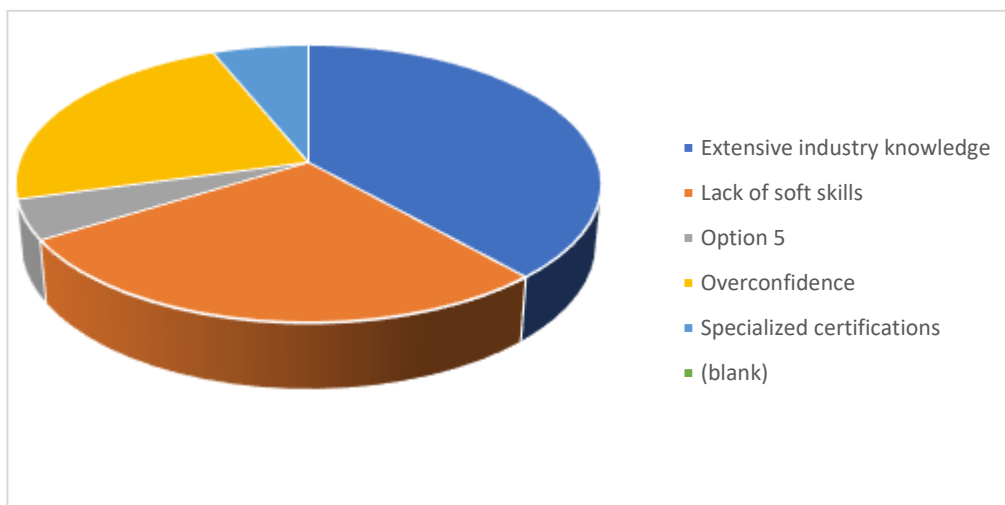
The data presents responses from respondents regarding a statement or proposition, with 73.84% agreeing and 26.15% disagreeing. This distribution indicates a clear majority of respondents expressing agreement with the statement, while a notable minority chose to disagree. The specific nature of the statement is not provided, making it difficult to interpret the context of the agreement or disagreement. However, the data suggests a significant level of consensus among respondents, albeit with a substantial proportion expressing differing opinions.

M.F

73.84% of respondents agreed, while 26.15% disagreed with a statement or proposition. This indicates a clear majority agreement among respondents, with a notable minority expressing disagreement.

Question: Have you encountered difficulties in negotiating salary and benefits?

Particular	No. Of Responder	Percentage
No	18	27.7
Yes	47	72.3
total	65	100



The data presents responses from respondents regarding a particular question or scenario, with 72.3% answering "Yes" and 27.7% responding "No." This distribution indicates a clear majority of respondents affirming or agreeing with the particular matter under consideration, while a notable minority chose to disagree. Without additional context, it's challenging to discern the nature of the question or scenario. However, the data suggests a notable level of consensus among respondents, albeit with a substantial proportion expressing differing opinions.

M.F

72.3% of respondents answered "Yes," while 27.7% responded "No" to a particular question or scenario. This suggests a clear majority agreement among respondents, with a significant minority holding a dissenting viewpoint.

FINDING

The data reveals that 35.4% of respondents attribute their employment to extensive work experience, while 21.53% cite lack of education as a factor. Over qualification is identified by 23.07% of respondents, and 20% emphasize the importance of professional networking in securing employment opportunities.

The data reveals diverse perceptions among respondents regarding factors influencing employment. Lack of skills and practical experience is cited by 40% of respondents, followed by excessive job opportunities (23.07%), high salary expectations (21.53%), and too much work experience (15.4%). These findings highlight the multifaceted nature of considerations in the job market.

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SUGGESTIONS

Improving Skills Development Programs: Improving skills development programs is essential to easing the difficulties faced by recent arrivals in the business world. Through partnerships with educational institutions and industry players, customized programs may be created to give people industry-specific information, soft skills, and practical abilities that will make them more employable and prepared for the workforce. **Increasing Internship possibilities:** In order to close the skills gap between education and employment, there needs to be an increase in internship possibilities in the commerce sector. Employers may give new hires invaluable practical experience and exposure to real-world difficulties by supporting diverse and inclusive internship programs. This will ultimately help new hires move into professional roles more smoothly. **Encouraging Career Guidance and Mentorship:** Creating programs for career guidance and mentorship can be a great way to help newcomers to the business world navigate the challenges. Of the labour market. Having access to seasoned experts who can offer direction, counsel, and encouragement can greatly improve people's self-esteem, capacity for networking, and prospects for employment. **Managing Work-Life Balance:** Given the significance of this balance, it is imperative to support laws and procedures that put the welfare of employees first. A positive work environment that encourages productivity, satisfaction, and retention among new commerce entrants can be created through wellness initiatives, flexible work arrangements, and assistance for caregiving obligations. **Encouraging Diversity and Inclusion:** In order to establish a fair and encouraging atmosphere for every person, it is imperative that the commerce sector prioritize diversity and inclusion. Stakeholders may cultivate a culture of respect, belonging, and opportunity by promoting equal opportunities, doing away with bias in recruiting and promotion procedures, and putting diversity and inclusion programs into action. **Increasing Interaction prospects:** Encouraging newcomers to the business world to network is crucial to their ability to grow their professional networks and pursue job prospects. People can interact, learn, and develop professionally through planned networking events, workshops, and seminars, which will ultimately improve their visibility and opportunities within the sector. **Promoting Policy Changes:** Promoting policy changes that address structural obstacles to employment and career advancement requires working with legislators, advocacy organizations, and industry stakeholders. Through advocating for policies that uphold the requirements of recent graduates and foster diversity and fairness in the workforce, interested parties can effect significant transformation and establish a more encouraging atmosphere for all those who aspire to work in the commercial sector.

CONCLUSION

To sum up, the research book's findings provide insightful information about the challenges faced by recent graduates in the commerce industry in obtaining employment and developing their careers. After conducting a thorough examination of the viewpoints of the participants, a number of significant themes surface that provide insight into the complex array of issues and factors present in the labour market. First of all, the information emphasizes how crucial skill development and real-world experience are to improving job prospects. The absence of skills and real-world experience was frequently cited by respondents as a major obstacle to landing a job, underscoring the necessity for companies and educational institutions to give professional development and experiential learning programs top priority. Second, emphasis is placed on the value of internships as a means of advancing one's career and job hunt. Furthermore, the importance of internships as a structured divergent opinions exist regarding the relevance and necessity of internships, despite the fact that the majority of respondents recognized their value in providing practical experience and networking opportunities. This suggests the need for more awareness of the benefits of internships among stakeholders and the need for customized internship programs. Thirdly, the information shows differing opinions about what influences job satisfaction and career progression. The respondents identified a number of barriers to career

progression, including over qualification, lack of confidence, and compatibility with the company's values. These findings highlight the intricate interactions between individual characteristics and organizational dynamics that shape career trajectories, even though industry knowledge and soft skills are acknowledged as essential contributors. The results also emphasize how critical it is to address structural problems including access to opportunities, company culture, and work-life balance. Tie to promote a more egalitarian and inclusive labour market. The issues raised by respondents regarding long work hours, a lack of alignment with the company's values, and fewer opportunities highlight the necessity of adopting comprehensive strategies for personnel management and workplace development. These revelations have a number of ramifications for employers, educators, legislators, and aspiring professionals. In order to create an environment that supports career growth and job satisfaction, it is imperative to implement initiatives that aim to bridge the gap between academia and industry, enhance skills development programs, promote diversity and inclusion, and cultivate a supportive organizational culture. In the end, this study book acts as a spark for discussion and action with the goal of addressing the difficulties encountered by recent graduates and fostering their success in the fast-paced, cutthroat labour market. By utilizing the knowledge. Stakeholders may work together to create a more resilient, inclusive, and prosperous commerce sector that enables people to reach their full potential and make important contributions to society by utilizing the insights gained from respondents' viewpoints.

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