



## **IMPACT OF MANAGEMENT ACADEMICIANS' DEMOGRAPHICS ON THE PREFERENCE FOR JOINING A UNIVERSITY IN HARYANA**

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### **ABSTRACT**

*In today's competitive academic era, to balance a successful career with personal or family life is the biggest challenge for academicians also. Academician doesn't have much option that they can align their personal limitations with career opportunities even then there are many demographic factors which are to be considered by academicians to join any university. Researchers identified some important demographic factors of academicians which affect their preference to join a university. The objective of this study is to explore the important variables which influence the academicians to join a university in Haryana and to investigate the impact of academicians 'demographic factors on the preference of influencing variables for joining a university. A survey of 106 academicians has been conducted among different universities in Haryana by using structured questionnaire. The results showed that there is significant impact of demographic factors of academicians on the variables for joining a university. The results indicated that job security is most important factor in gender*

*and in marital status wise analysis. Salary is considered most important factor in age and length of service wise analysis by academicians to join a particular university of Haryana.*

**Keywords:** Job security, Salary, Placement, Reference and Location.

## **Introduction**

MBA is a multidisciplinary course that's why scope of MBA degree keeps on changing. Management education is one such option that is gaining importance. There is potential for management education in India and its popularity has increased due to Globalization. With the development of MNCs, the demand for managers has risen and so for the management degrees. Now a days when couples are working they face many hurdles to grab an opportunities because they must have to align their opportunities with personal limitations. In this scenario it is imperative to go for management academicians' study. However there is unemployment problem in the economy even then there are many demographic factors which are considered by management academicians for joining a university. The most important factor for academicians is job satisfaction but there are many variables which can influence the academicians to join a university before entering in the system of university like job security, salary, and image of university, type of university, campus, accreditation rank, reference, work environment and location of university. In this study, researcher have tried to find out the relationship between demographic factors of the academicians and influencing variables and which variables are considerably most preferred by academicians to join a university has also been outlined through this study.

## **Review of Literature**

Chughtai & Zafar (2006) indicated that demographic factors are significantly related to the satisfaction of employees and organizational commitment of teachers. The demographic and personal characteristics include gender, age, marital status, level of education, length of service and trust in university management. Santhapparaj (2005) also suggested that job attraction among university teachers is associated with age, gender, marital status, hours of work, education and earning. Olorunsola (2010) analyzed the job satisfaction among male and female administrative staff of Nigerian Universities. The study suggested that a significant difference exists in the level of job satisfaction among male and female administrative staff. These differences arise due to the differences in expectations and objectives regarding the job. The study also revealed that these gender differences arise because of many reasons, job is secondary as compared to their family. Olorunsola (2010)

recommended that university management must make efforts to make the female workers satisfy and value their job as their male counterparts so that educational goals could be achieved. (Herzberg et al., 1957; Clark et al., 1996) pointed out that young employees are dynamic and have high morale but this dynamism reduces when a person is engaged in the same job for some time and boredom increases. Oshagbemi (2000b) and Hickson (1999) argued that with an increase in age job satisfaction declines but at a decreasing rate. Many researchers specified that with increasing age employees become more tolerant and develop coping strategies and intrinsic motivators become less important with growing age (Savery, 1996). Hrebiniak and Alutto (1972) revealed that single and young employees have unrealistic expectations regarding job whereas married people are more positive about organizational culture. Married people have mature and realistic expectations from their jobs and hence are more satisfied than unmarried people. Researcher has identified many variables which influence the preference of an academician to join a university through literature review.

## **Research Objectives**

1. To investigate the impact of demographics of academicians i.e. gender, marital status, age and length of service on the preference of various factors to join a university of Haryana.
2. To Identify and understand the various factors (job security, salary, image, type, campus, accreditation rank, reference, work environment and location) which are preferred by the academicians to join a university of Haryana.
3. To determine the overall preference level of academicians to join a university of Haryana.

## **Research Methodology**

Both primary and secondary data has been collected for this present study. Structured questionnaire on Likert scale (5=most preferred,4=preferred,3=neutral,2=somewhat preferred 1=least preferred) is used for collecting the primary data. In this study, higher value of mean score will indicate the high preference of academicians on that particular factor. The secondary data has been collected through published research papers, statistical reports, national and international journals, published books and internet. For the present study, a random sampling has been used. A sample of 156 academicians was selected from different ten universities in Haryana (five from public universities and five private universities) i.e.

Maharshi Dayanand University (Rohtak), Kurukshetra University (Kurukshetra), Amity University (Gurgaon) and Manav Rachna International University (Faridabad). SPSS package (21.0) has been used for data analysis using statistical tools i.e. descriptive Statistics, T-test and One way ANOVA.

## Hypothesis

**H01:** There is no impact of gender of the academicians on the preference of various factors to join a university.

**H02:** There is no impact of marital status of the academicians on the preference of various factors to join a university.

**H03:** There is no impact of age of the academicians on the preference of various factors to join a university.

**H04:** There is no impact of length of service of the academicians on the preference of various factors to join a university.

## Data Analysis and Interpretation

In order to achieve first objective, Researchers have identified many variables viz. Job security, salary, image of university, type of university, campus, accreditation rank, reference, work environment and location of the university which influence the preference of management academicians through the review of literature. To identify the impact of management academicians' demographic factors on the influencing variables for joining a university, four demographic factors and nine variables has been considered. Statistics tools have been applied according to the options of demographic variable. Researchers have identified the significant factor through t test and ANOVA then rank is given according to higher overall mean values which are shown in the following analysis.

**Table 1: Impact of gender of management academicians on the preference for joining a university**

Variables	Category	Mean (M)	't' Value	Sig. (2-tailed)	Overall Mean	Rank
Job Security	Male	3.657	-3.441	.001*	3.936	I
	Female	4.216				
Salary	Male	3.575	4.078	.000*	3.227	III
	Female	2.879				
Image of university	Male	2.334	-1.199	.232	2.366	VII
	Female	2.398				

Type of University (Govt./Pvt.)	Male	1.710	-13.708	.000*	2.635	IV
	Female	3.561				
Campus	Male	2.448	.725	.469	2.444	VI
	Female	2.440				
Accreditation Rank	Male	2.220	-.124	.901	2.224	IX
	Female	2.229				
Reference	Male	2.309	-.318	.751	2.304	VIII
	Female	2.300				
Work Environment	Male	2.490	1.279	.203	2.494	V
	Female	2.499				
Location of the University	Male	2.795	-9.017	.000*	3.548	II
	Female	4.301				

Source: Primary Data

\*Significant at 5% level

For investigating the impact of gender of management academicians on the preference to join a university of Haryana; nine variables related to the preference of the academicians to join university are being studied and out of these variables, four variables viz. Job security, salary, type of university and location of the university are found to be significantly affected by the academicians' gender (at 5% level of significance) as shown in Table1. Therefore, the null hypothesis H01 is rejected and it means that gender has significant impact on the preference of influencing variables to join a university in Haryana. The result illustrates that value of mean score (M=4.216) of female is higher than male (M=3.657) for job security it may be because of women want self independency. For salary, male is having more mean value (M=3.575) score than female; it could be possible because of male 'salary is considered to be first income source at home; that's why male need more salary than female. Male is having less value of mean (M=1.710) than female in the matter of type of university, it might be possible because of female prefer to join a government university because of job security. Mean score value of female i.e. M=4.301 is more than male in case of location of university. Reason may be that female prefers to join a university at her home city or nearby it may be because of safety and family. The job security is considered as the most important variable in case of gender wise analysis with the highest overall value of mean score i.e. 3.936 and t-value -3.441.

**Table 2: Impact of marital status of management academicians on the preference for joining a university**

Variables	Category	Mean (M)	't' Value	Sig. (2-tailed)	Overall Mean	Rank
Job Security	Married	4.428	11.029	.000*	4.333	I
	Unmarried	4.239				
Salary	Married	4.239	9.110	.000*	3.605	II
	Unmarried	2.971				
Image of university	Married	2.191	-.873	.384	2.178	VII
	Unmarried	2.165				
Type of University (Govt./Pvt.)	Married	2.876	6.192	.000*	2.209	VI

	Unmarried	1.542				
Campus	Married	2.054	-.803	.423	2.076	VIII
	Unmarried	2.099				
Accreditation Rank	Married	2.012	-1.550	.123	2.007	IX
	Unmarried	2.003				
Reference	Married	1.677	13.065	.000*	3.052	IV
	Unmarried	4.428				
Work Environment	Married	3.669	2.207	.029*	2.634	V
	Unmarried	1.600				
Location of the University	Married	3.694	3.654	.000*	3.261	III
	Unmarried	2.828				

Source: Primary Data

\*Significant at 5% level

For considering the impact of marital status of academicians on the preference to join a university of Haryana; nine variables related to the preference of the academicians to join a university are being studied and out of these variables, six variables (job security, salary, type of university, reference, work environment and location of the university) are found to be significantly affected by the academicians' marital status (at 5% level of significance) as shown in Table2. Therefore, the null hypothesis H02 is rejected and it means that marital status of has significant impact on the preference to join a university in Haryana. The result states that married academicians give more preference to the job security than unmarried academicians because higher value of mean i.e. M=4.428. It may be because of married academicians need more financial stability and job stability comparatively unmarried that's why they give more preference to the job security. Value of Mean score of married academicians (M=4.239) is higher comparatively than unmarried in case of salary; it could be possible because expenses of married people are higher than unmarried people. Married academicians are having higher value of mean M= 2.876 than others in case of type of university; the reason may be that government universities have more job security than private one. In reference, unmarried academicians having higher mean score value i.e. M= 4.428 than married. Unmarried academicians give more preference to work environment than married academicians. Again married academicians having more value of mean score (M=3.694) than unmarried in case of location of university because of family stability they can't move far and very often. The job security (M=4.333, t-value= 11.029) is considered as the most important variable in case of marital status wise analysis.

### **Impact of age of management academicians on the preference for joining a university**

For analyzing the impact of age of academicians on the preference to join a university of Haryana; nine variables related to the preference of the academicians to join a university are being studied and out of these factors, five variables which are job security, salary, type of university, reference and location of the university found to be significantly affected by the

age of academicians (at 5% level of significance) as shown in Table 3. Therefore, the null hypothesis H03 is rejected and it means that age has significant impact on the preference to join a university in Haryana. The result depicts that 40-50 age category academicians are having more mean score value i.e. M=4.147; it may be because of family responsibility of this age; they need more job security. Value of Mean score of more than 50 age academician (M=4.272) is higher in salary; reason may be that salary should be according to experience and knowledge at this age. Again 50+ academicians having more mean score value M=3.030 than other at type of university; it could be possible because of after getting retire who are in government universities; they want to serve any private universities and after serving who are in private universities they want to get a higher administrative position in government universities.

**Table 3: Impact of age of management academicians on the preference for joining a university**

Factors	Category	Mean (M)	'F' Value	Sig. (2-tailed)	Overall Mean	Rank
Job Security	Less than 30	1.600	50.073	<b>.000*</b>	3.205	III
	30-40	3.648				
	40-50	4.147				
	More than 50	3.212				
Salary	Less than 30	2.971	27.378	<b>.000*</b>	<b>3.955</b>	<b>I</b>
	30-40	4.240				
	40-50	4.205				
	More than 50	4.272				
Image of the University	Less than 30	2.109	1.514	.213	2.082	VIII
	30-40	2.100				
	40-50	2.111				
	More than 50	2.009				
Type of University (Govt./Pvt.)	Less than 30	1.542	13.218	<b>.000*</b>	2.576	IV
	30-40	2.759				
	40-50	2.911				
	More than 50	3.030				
Campus	Less than 30	2.225	.312	.817	2.213	VI
	30-40	2.220				
	40-50	2.210				
	More than 50	2.199				
Accreditation Rank	Less than 30	1.998	.892	.447	1.989	IX
	30-40	1.970				
	40-50	1.987				
	More than 50	2.001				
Reference	Less than 30	4.428	30.346	<b>.000*</b>	2.294	V
	30-40	1.703				
	40-50	1.735				
	More than 50	1.575				
Work Environment	Less than 30	2.111	1.972	.121	2.168	VII
	30-40	2.178				
	40-50	2.189				
	More than 50	2.195				

Location of the University	Less than 30	2.828	11.511	<b>.000*</b>	3.500	II
	30-40	3.796				
	40-50	3.000				
	More than 50	4.242				

Source: Primary Data

\*Significant at 5% level

In reference, less than 30 age academicians are having more mean score value i.e. M=4.428 than other; reason may be they need some source and reference at this stage for having a good start of career because at this age they doesn't have lot work experience. At the age of 50+, definitely academicians prefer a job nearby home that's why this category is having high value of mean score M=4.242 than other. The salary which is having highest overall mean value M=3.955 and significant t-value= 27.378; considered as the most important variable in case of age wise analysis.

**Table 4: Impact of length of service of management academicians on the preference for joining a university**

Factors	Category	Mean (M)	'F' Value	Sig. (2-tailed)	Overall Mean	Rank
Job Security	0-5 yrs	1.600	50.874	<b>.000*</b>	3.205	III
	5-10 yrs	4.176				
	11-15 yrs	3.629				
	15+ yrs	3.212				
Salary	0-5 yrs	2.971	27.699	<b>.000*</b>	<b>3.955</b>	<b>I</b>
	5-10 yrs	4.147				
	11-15 yrs	4.277				
	15+ yrs	4.272				
Image of the University	0-5 yrs	2.224	1.459	.228	2.224	VI
	5-10 yrs	2.219				
	11-15 yrs	2.199				
	15+ yrs	2.256				
Type of University (Govt./Pvt.)	0-5 yrs	1.542	12.968	<b>.000*</b>	2.576	IV
	5-10 yrs	2.823				
	11-15 yrs	2.814				
	15+ yrs	3.030				
Campus	0-5 yrs	1.970	.312	.817	1.968	IX
	5-10 yrs	1.999				
	11-15 yrs	1.897				
	15+ yrs	2.006				
Accreditation Rank	0-5 yrs	2.178	.792	.500	2.163	VII
	5-10 yrs	2.199				
	11-15 yrs	2.165				
	15+ yrs	2.111				
Reference	0-5 yrs	4.428	30.346	<b>.000*</b>	2.294	V
	5-10 yrs	1.735				
	11-15 yrs	1.703				
	15+ yrs	1.575				
Work Environment	0-5 yrs	2.009	2.294	.080	2.058	VIII
	5-10 yrs	2.011				
	11-15 yrs	2.101				
	15+ yrs	2.114				
Location of the University	0-5 yrs	2.828	20.167	<b>.000*</b>	3.500	II



	5-10 yrs	4.323				
	11-15 yrs	2.963				
	15+ yrs	4.242				

Source: Primary Data

\*Significant at 5% level

For assessing the impact of length of service of academicians on the preference to join a university of Haryana; nine variables related to the preference of the academicians to join a university are being studied and out of these variables, five factors viz. Job security, salary, type of university, reference and location of the university are found to be significantly affected by the academicians' length of service (at 5% level of significance) as shown in Table 4. Therefore, the null hypothesis H04 is rejected and it means that academicians' length of service has significant impact on the preference to join a university in Haryana. The result represents that academicians who are having experience of 5-10 yrs; they are having higher mean score value i.e. M=4.176 job security. The reason may be that it is the mid career stage for anyone at this age and everyone want to have job security as well. In case of salary; academicians having 11-15 yrs experience have highest value of mean score (M=4.277). It could be possible; academicians must have to bear more family expenses at this stage. Academicians with 15+ yrs experience having more value of mean score M=3.030 than others in case of type of university. In reference, 0-5 yrs experienced academicians are having more mean score value i.e. M=4.428 than other; reason may be they need some source and reference at this stage for having a good start of career because at this age they doesn't have lot work experience. At the age of 50+ who are having more than 15 yrs experience, definitely academicians prefer a job nearby home that's why this category is having more mean score than other. The salary with the highest overall mean value i.e. 3.955 and significant value of t i.e. 27.699 is considered as the most important variable in case of length of service wise analysis.

## Conclusion

This study concluded that there is a significant impact of gender of academicians on the preference of only influencing variables like job security, salary, type and location to join a university. There is no significant impact of other variables in gender wise analysis. Salary is the most important variable found to be considered with the higher mean score value for joining a university for an academician. In the marital status wise analysis, there is significant impact of marital status on the preference of only six variables out of nine like job security, salary, type of university, reference, work environment and location of university; rest of the factors like image, campus and accreditation rank of university doesn't have significant

impact. Work environment is having more mean score value in marital status wise analysis. In the case of age, five variables are having significant impact on the preferences i.e. job security, salary and type of university, reference and location of university. Salary is having highest mean score in age wise analysis. Length of service wise analysis concluded that only five variables job security, salary and type of university, reference and location of university are having significant impact and rest of the four variables doesn't have any significant impact on the preferences to join a university of Haryana. In length of service wise analysis also, salary is found most important influencing variable for academicians to join a university of Haryana. So, this study has concluded that salary and job security are the two main variables which are considered by management academicians while joining a university.

## Limitations & Future Study

This study will have practical implications for students, academicians, researcher and top level management of universities of Haryana in particular and India in general. The study will focus upon the management education specifically. This study is confined to MBA academicians only. Geographical area covered in this study is another limitation; it includes Haryana only. The sample size of this research paper is limited to 106 MBA academicians of selected universities of Haryana. Non serious attitude of academicians while filling questionnaire may be another limitation of this study. This study will be helpful for UGC for policy making for academicians and students as well. This study can be extended at macro level like researcher can take more than one state and whole country for valuable results.

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