Chapter 4

RESEARCH METHODOLOGY

Research is an effort to bring real solution to the problem following systematic procedure of science by formulating the objectives, reviewing the literature, explaining the research methodology, collection of data, analyses of data, generation of the findings and writing the research report.

Research methodology explains about evaluating and predicting phenomenon in the work plan. It gives an idea how a researcher should proceed systematically to achieve objectives of the study. The research methods followed by researcher should be as per the need of objectives of the study, statement of the problem, nature of research and the availability of resources Hulme (2000).

In the journey of research process, it is important to show deliberation in selection of research design and research methodology to achieve the objectives. Present chapter discusses about the research design, universe, sample, sampling techniques for the data collection and statistical techniques used for research study.

Research design

Research design is representation of a systematic plan based on which a study is conducted. It gives direction to the process such as sampling, methods of data collection, choosing tools and analyses of data. Various designs to research are quantitative or qualitative or both mixed (Creswell, 2003). The essence of research design explains logical process to be followed to achieve the objectives of the research study.
In the present research study descriptive research design is used. Descriptive research describes the general situation, circumstances and views of people about the specific problem in a systematic way.

The data was collected using survey questionnaire method and hypotheses are tested for hypothetic deductive method. Patterns of hypothetic-deductive methods, Hammond (2006) explains bringing the logical sequence of research to the concern problem and bringing maximum accuracy by confirming the data to the theory scientifically. Adoption of quantitative research method was found suitable for the present research study in the IT sector, where time constraints and robust work schedules are the privileges of the employees.

The decision of primary data collection using survey questionnaire method is based on a number of factors such as sampling, population, question content, response rate and duration of data collection (Kumar, Aaker, and Day, 2002). The survey research may be qualitative and quantitative - it reports the fact in verbal or mathematical standards. Hence it follows the scientific approach in bringing meaningful results.

**Universe of the study**

Universe of the study represents the geographical boundaries of population considered in the research study and it covers all units, items, sets and entities that include certain specific characteristics for comparison and assessment. The universe of present study is the employers of IT Sector companies in India, who as recruiters conduct the campus placement drives in the
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Public and Private Technical Institution and Universities of India for the recruitment and selection of B. Tech CSE/ IT fresh engineering graduates except IIT’s candidates for their company.

Sample

Sample is a subset of population that covers the characteristics of entire population. In present research study, 507 employers of IT sector companies in India were chosen as respondents, who as recruiters conduct campus placement drive in the Public and Private Technical Institution and Universities for the recruitment and selection of B. Tech CSE/IT fresh engineering graduates except the -IIT’s candidates for their company.

The companies studied in the research study were MNCs and national IT companies, performing IT functions such as Information Technology Enabled Service/ Business Process Outsourcing, Development of software products, Information Technology services, Research and Development activities, Hardware and E-commerce. These companies are located in several parts of India with its operational branches and offices in Chennai, Kolkata, Delhi, Mumbai, Pune, Hyderabad, Delhi-NCR, Bengaluru, Coimbatore, Mysuru, Thiruvananthapuram, Madurai, Nagpur, Kochi, Gurugram, Noida, Chandigarh, Ahmedabad, Nellore and Vijayawada.

The IT companies selected for Research Studies were Microsoft, Google, Oracle, IBM, Dell, Aricent, Fiserv, Accenture, Infosys, Wipro, HCL, Jade Global, Amazon, Convergis, Virtusa, Emerson, Calsoft, NIIT, Citrix, Unisys, Click labs, i Gate, CSC, Sapient, Birla soft, Genpact, Tech Mahindra, DK Technologies, e Clerx, Trigent Software, Capgemini India Pvt. Ltd., Trigent Software, Bidgely Technologies Pvt. Ltd., Balaji Microtechnologies, NEC, SAP,
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Zycus, Quinnox consultancy and Bebo technologies. These companies in the capacity as employers assigned their delegates in two different capacities which is relevant to this research, one is to conduct campus placement drive for recruitment and selection of the B. Tech CSE/IT fresh engineering graduates for the IT sector, and another one is employing these selected graduates in the various projects and programs that the company executes and delivers for their customers. Hence the respondents selected for the research studies were designated in their reputed organization in the top and middle layer of management and were found highly qualified with their Graduation and Post-graduation degrees; they had rich experience of more than seven to thirty-two years and excellent command over the English language. Total 507 IT officials were selected, 312 were Males and 195 Females.

The respondents were Vice President (7), Sr. Director (11), Associate Director (12), HR Director (8), General Manager HR (6), Senior Executive HR (34), Associate Manager Delivery (22), Employee Relation Manager (13), Executive HR (78), Chief HR Officer (32), Assistant HR Manager (23), IT Project Manager (23), Chief IT officer (21), IT Administrator (49), Associate Architect (17), Zonal Operational Manager (7), Process Manager (23), Software Developer (34), Business Analyst - Team Leader (27), Deputy General Manager (13), Customer Service Team Leader (33) and Leader Consultant (14).

The respondents in a team of Officers generally 3 to 5 members visit Public and Private Technical Institution and Universities of India for conducting campus placement drive for B.Tech CSE/ IT fresh engineering graduates. The FEG candidates are required to appear in general for written exam which is followed by Group Discussion, Technical Test, Personal
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interviews, Reference check, Medical examination and Placement for the selected candidates. FEG would generally place trainee engineer for probation of one year in the IT organization after the selection.

The Total sample size of 507 respondents is in conjunction with the studies of Glenn and Israel (1992) and Hinkin (1995) researchers recommend the item to response ratios generally ranged more than 1:10. Hence the present research study has followed 1:11 items to response ratio toward the 43 items in the questionnaire to generalize the findings.

Sampling

Sampling is a method or technique selected for the conduct of research study on the part of population with an aspect to bring meaningful information on the universe of research study. In the present research study respondents were selected by purposive sampling.

Measures

To collect primary data from the employers of IT organization in India for understanding the relationship among Employability Skills, Emotional Intelligence and Employer Satisfaction. The standardized and self-administered survey questionnaire was used which include a total of forty-three items on Likert scale range from 1 to 7. The survey questionnaire was designed into four parts. Section A- Include the Demographic items, Section B, C and D include the items on Employability Skills, Emotional Intelligence and Employer Satisfaction.

To measure Employability skills Blom and Saeki (2011), 24 item scale was referred which included three sub-constructs as Management Skills, Technical Skills and Communication Skills. Management Skills included 12 items, Technical Skills included 8 items and
Communication Skill included 4 items. All the item statements were on Likert scale, scoring as ‘1’ Strongly Disagree to ‘7’ Strongly Agree.

The Emotional Intelligence was evaluated by following Wong and Law (2002), 16 items scale which include four sub-constructs as Self-emotional appraisal, Other emotional appraisal, Regulation of emotion and Use of emotion. Self-emotional appraisal includes 4 items, Other emotional appraisal includes 4 items, Regulation of emotion include 4 items and Use of emotion include 4 items. All the item statements were on Likert scale, scoring as ‘1’ Strongly Disagree to ‘7’ Strongly Agree.

The Employer Satisfaction was assessed by using Jeswani (2016), 3 items scale. All the item statements were on the Likert scale, scoring as ‘1’ Strongly Disagree to ‘7’ Strongly Agree.

All the respondents took time of about 45 minutes to fill the survey questionnaire. The purpose of the research study was made clear to all the respondents. The respondents were instructed to fill the survey questionnaire remembering the recent years 2016 to 2018 status of employer satisfaction in reference to the employability skills and emotional intelligence. This is to get the latest information on the topic of interest. The questionnaire items were tested for their reliability and validity score which was discussed in the chapter of result and discussions.

Statistical tools

The statistical analysis was done with the help of software’s, SPSS 21.0 and AMOS 20.0

i. Data was first analyzed using descriptive statistics like mean and standard deviations.
ii. Karl Pearson’s correlation coefficient calculated to get acquainted with the direction of relationship among Employability Skills, Emotional Intelligence and Employer Satisfaction.

iii. Confirmatory Factor Analyses was performed to understand reliability as well as validity of constructs (Hair et al. 2009). Construct validity appraised from the composite reliability and cut off value of 0.7 was accepted as acceptable value of construct reliability (Nunally, 1978). Cronbach’s α was calculated and cut off value of 0.70 was used as the minimum criterion for internal consistency. Convergent validity was assessed by using average variance extracted measures (Fornell and Larker, 1981). AVE obtained greater than the minimum value 0.5 was used as supportive for discriminant validity check. SEM was used to understand structural relationship among Employability Skills, Emotional Intelligence and Employer Satisfaction.