

Academicians Criteria Considered While Applying For a Post of Assistant Professor or Profession in Educational Institution With Referece To Coimbatore City

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ABSTRACT

Faculty shortage, attracting right faculty, retaining them for a long term and enforcing the succession planning is a more daunting task for the institution managers and entrepreneurs. Talent management and succession planning of higher educational institutions are totally different from the corporate. Attracting and retaining the well-educated, knowledgeable, skilled academicians has become more challenging task for almost all private HEIs (Higher Educational Institutions) in India. Number of best of best career options is available to the youth that attract them to choose, various corporate, multi-national companies or overseas job opportunities, neglecting the teaching as the primary professional choice. Low pay, heavy work load, demanding students, management, parents and the job creators i.e., industrialist are considered as some of the discouraging features of this profession. Paying due attention to these discussed issue this study attempts to assess the criterion considered by academicians while applying for a post of assistant professor or profession in educational institution while getting recruited. Current study is both explorative and descriptive in nature and it has applied both quantitative and qualitative techniques of research for data analysis. As part of micro level study the authored gathered data from 225 facilities working in Palakkad district. The samples are currently working in the colleges affiliated to University of Calicut. In general academicians prefer to choose those higher education institutions (colleges) where they get ample opportunities to exhibit individual competency and skills, get a balanced work-load that supports in maintain work-life balance and get support from seniors, institution administrators and colleagues for research and development i.e., seek scope for career development.

Key Word: Higher Educational Institution, Succession Planning, Professional Choice.

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I. INTRODUCTION

Private owned higher education provides valuable service in fulfilling the literacy gap prevailing in the country. But, in reality, except few top rated private institutions many medium and small scale educational institutions faces number of issues. Faculty shortage, attracting right faculty, retaining them for a long term and enforcing the succession planning is a more daunting task for the institution managers and entrepreneurs. Talent management and succession planning of higher educational institutions are totally different from the corporate. It is more complex and as on date only few private institutions have succeed in this venture. Effective adoption of HRM (Human Resource Management) policies, practices of internal faculty grooming practices, offering right promotion to competent teachers on right time and retention of the faculty recruited satisfied and loyal. Qualification needed to become a faculty in higher education is well defined and mentioned by the University Grants Commission (UGC). But, the qualification demand from college teachers never limits to the norms fixed by the UGC. It is more determined by the individual's attitude, their competency, perseverance to continue learning and upgrade their knowledge, skills and expertise in specilised subjects and also in crosses disciplines. In this context, it can be said that the higher educational institutions have to practice a very sensible HRM (Human Resource Practices) in attracting needed faculties in different disciplines of study, training them adequately, pay them enough and retain them satisfied.

ISSUES FOCUSED AND OBJECTIVE

Attracting and retaining the well-educated, knowledgeable, skilled academicians has become more challenging task for almost all private HEIs (Higher Educational Institutions) in India. Number of best of best career options is available to the youth that attract them to choose, various corporate, multi-national companies or overseas job opportunities, neglecting the teaching as the primary professional choice. Low pay, heavy work load, demanding students, management, parents and the job creators i.e., industrialist are considered as some of

the discouraging features of this profession. Ability of private HEIs are limiting due to their poor reduction or poor brand building practices, less attractive work environment. On the other side the job seeker always prefer to choose those institutions that could offer them liberty to work independently, innovatively and not over pressured with work load or demand more than the individual's capacity. Paying due attention to these discussed issue this study attempts to assess the criterion considered by academicians while applying for a post of assistant professor or profession in educational institution while getting recruited.

II. LITERATURE SURVEY

Handful of studies related to the article concept was collected, and its summarised discussion is presented in this section.

The concept of teaching and selection of teaching as a career has changes over the years. Earlier teaching was closely associated with highly respectable social status (Guru). But this concept has over-taken by the economic needs of individual, where teaching is look as better career choice for an educated youth (Altbach, 2002 and Basu, 2005). This shows vanishing of the image of teachers stature declining scholarly person to be competitive and creative person i.e., economically productive. Faculties' recruitment in Indian Universities and Colleges are primary based on the merit of the teachers and fulfilment of norms fixed by the UGC (University Grants Commission). Though number of criterions is fixed by the UGC for faculty recruitment in colleges or universities, these norms are not considered as very serious by private educational institutions as they financial resources to pay higher salary to the hired faculties or there is a deficiency in supply of well qualified and efficient faculties. As the results just post-graduate, or M.Phil or Ph.D., past candidates are recruited in place of experienced and qualified faculties (Tilak, 2007).

Number of reasons are hypothetical and theoretically proved by experts and scholars to answer the question why do people choose to become teachers?, like their likeness for exchange of knowledge, interest in research works, focus on learners development, competent and qualified etc. values, beliefs, discipline of life and life-time achievement (expectancy theory of motivation) are also some factors identified as the influencing factors to become a teacher. Beside these psychometric parameters, there are economic, social image cum respect and feel of self-satisfaction also influences a young graduate to choose teaching as their career options (Richardson and Watt, 2014). Selection of teaching as a profession by the young graduated are influenced by the factors like: salaries, benefits, start-up and on-going resources for research, supportive work environments, and partner/spouse employment opportunities (Sonia and Jayashree, 2015). Choosing teaching as profession is influenced by number of factors like work environment, social prestige, high salary and high leave provision (Ingersoll and Collin, 2018)

Academicians have a public image, social prestige and respected by all. There are number of qualities expected in academicians. Similarly academicians too have certain aspirations and desire while choosing teaching as their career choice, these aspects are well documented in the above place discussion.

SCOPE OF THE ARTICLE

The authors strongly believe that retaining and managing the valuable and scholarly teachers is the need of the day. Talent management and successful planning are deemed as strategic importance important for the effective performance and successful sustainability of higher educational institutions.

III. MATERIALS AND METHODOLOGY APPLIED

Current study is both explorative and descriptive in nature and it has applied both quantitative and qualitative techniques of research for data analysis. As part of micro level study the authored gathered data from 225 facilities working in Palakkad district. The samples are currently working in the colleges affiliated to University of Calicut.

IV. RESULTS AND DISCUSSION

The study was conducted among almost equal number of male and female academicians, who were proportionately distributed as male teachers (50.22 per cent) and female teachers (49.78 per cent). The study observed that young graduates and moderately experienced teachers at the age group of 26 years to 45 years are mostly recruited at the private (self-financing) colleges functioning in the Palakkad district i.e., 73.33 per cent and they have gathered work experience of 1-5 years (59.56 per cent), 6-10 years (14.22 per cent). Education Qualification of the sample academicians matched with their age i.e., M.Phil, (41.78 per cent), Ph.D., (32 per cent) and professional degree (26.22 per cent) and 62.23 per cent of the samples are recruited in self-financing Arts & Science and Teachers Training Educational Institutions. Approximately 89.78 percent of the academicians work in the colleges that are affiliated to University of Calicut. It was observed that 93.78 per cent of the samples work in co-education colleges, 79.11 per cent of the institutions are ISO Certified, 6.22 per cent

of the faculties are associated with their current institutions for a period of 11-15 years and their monthly income ranges between Rs.25001-Rs.30000 (30.67 per cent).

Discriminant analysis is performed to association between gender of consumer and factors that influence of soap opera behaviour on them buying behaviour.

Predictor variable considered for the analysis includes the following: X₁-Reputation of the Institutions (Brand), X₂-Good Salary Package and Leave Facilities, X₃-Job Flexibility, X₄-Scope for Career Development, X₅-Facilities and Infrastructure Facilities, X₆-Pleasant Work Environment, X₇-Genuine Appreciation and Recognition, X₈-Scope to Exhibit Individual Competency and Skills, X₉-Nature of Support Received for Research and Development, X₁₀-Conducive Management Approach towards Facilities and Supportive HRM Practices, X₁₁-Correct Work-Load and Maintenance of Work-Life Balance, X₁₂-Less Job Stress and Political Interference (Powder Distance) and X₁₃-Technically Advanced ad being Suitable to Career Job Market Demand.

TABLE: 1
ASSOCIATION BETWEEN GENDER OF TEACHERS AND THEY SELECT THE INSTITUTION/ WHILE APPLYING FOR THE POST / WHILE JOINING

Particulars	Gender				Wilk's Lambda	F	Sig
	Male		Female				
	Mean	SD	Mean	SD			
X ₁ -Reputation of the Institutions (Brand)	1.673	0.661	1.705	0.731	.999	0.125	.724
X ₂ -Good Salary Package and Leave Facilities	2.195	0.811	2.063	0.883	.994	1.368	.243
X ₃ -Job Flexibility	2.089	0.730	1.974	0.818	.994	1.256	.264
X ₄ -Scope for Career Development	1.920	0.931	1.637	0.846	.975	5.674	.018
X ₅ -Facilities and Infrastructure Available	2.116	0.707	2.027	0.761	.996	.835	.362
X ₆ -Pleasant Work Environment	1.885	0.933	1.652	0.835	.983	3.899	.050
X ₇ -Genuine Appreciation and Recognition	1.726	0.710	1.875	0.773	.990	2.279	.133
X ₈ -Scope to Exhibit Individual Competency and Skills	1.841	0.739	2.223	1.046	.957	10.053	.002
X ₉ -Nature of Support Received for Research and Development	1.717	0.785	2.107	0.884	.948	12.278	.001
X ₁₀ -Conducive Management Approach towards Facilities and Supportive HRM Practices	2.212	0.881	2.241	1.068	.954	0.048	.826
X ₁₁ -Correct Work-Load and Maintenance of Work-Life Balance	1.991	0.785	1.804	0.781	.986	3.229	.074
X ₁₂ -Less Job Stress and Political Interference (Powder Distance)	1.797	0.696	1.741	0.791	.999	0.311	.578
X ₁₃ -Technically Advanced ad being Suitable to Career Job Market Demand	1.965	0.654	1.938	0.809	.963	0.077	.782
Eigen Value	0.867						
Percentage of Variation Explained	100						
Wilk's Lambda	0.153						
Chi-Square	31.486						
DF	3						
P	.000						
Canonical Correlation	.764						
Canonical Discriminant Function Fitted:	1.339+.820X ₈ +.746X ₉ -.924 X ₁₁						

Source: Computed from Primary Data

Data discussion presented in the above table categorically differentiates the intentions and key factors that are considered as important by the academicians while selecting the higher educational institutions, where they offer their professional services.

Relative Importance of Predictor Variable

The relative importance' of each predictor variables in discriminating between the two groups is obtained and the results are presented below:

TABLE: 2
RELATIVE IMPORTANCE ASSOCIATION BETWEEN GENDER OF TEACHERS AND THEY
SELECT THE INSTITUTION/ WHILE APPLYING FOR THE POST / WHILE JOINING

Influence factors	Importance Value of the variables (I_i)	Relative Importance (R_j)	Rank
X ₈ -Scope to Exhibit Individual Competency and Skills	.742	35.52	1
X ₉ -Nature of Support Received for Research and Development	.624	29.87	3
X ₁₁ -Correct Work-Load and Maintenance of Work-Life Balance	.723	34.61	2

Level of Significance: 5 per cent

From the detailed data analysis it has been observed that out of 13 variables took for analysis only three variables were found to establish association between gender of teachers and criterion they consider while selecting the institution/ while applying for the post / while joining a college.

V. CONCLUSION

In modern day society very few people prefer to choose teaching as their career. Number of criterions and factors influences their decisions. Excessive work load, job demands, work pressure restrict or creates a disinterest towards this profession. Through detailed data discussion it have been observed that male professional as academicians pay attention to the getting good salary package and leave facilities, job flexibility, facilities and infrastructure provisions available within the campus, pleasant work environment, limited work load that support them in work-life balances, minimise their work related stress and also provide scope for the career enhancement. Women academicians criterions are found to be completely different from men, women look forward for working in well reputed institution, receives genuine appreciation and recognition, get feasible opportunities to exhibit individual competency and skills, nature of support received for research and development and conducive management approach towards facilities and supportive HRM practices. In general academician prefer to choose those higher education institutions (colleges) where they get ample opportunities to exhibit individual competency and skills, get a balanced work-load that supports in maintain work-life balance and get support from seniors, institution administrators and colleagues for research and development. After assessing the responses registered by the young and middle aged

academicians, the authors conclude this article with the note that Private Higher Education Institution authorities /administrators have to realise the fact that academicians needs lots of time for preparing a class, they have to refer book, discuss with the experts and develop or test new concepts. Only if they are provided with a flexible work delegation and conducive work environment, the academicians will perform well, their best skills could be impart and inculcated among the youth of this nation. It is also supports the institutions in effective succession planning and retention of knowledgeable, skilled cum experienced academicians.

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