RECRUITERS PERCEPTION ABOUT EMPLOYABILITY OF YOUNG PROFESSIONALS: A CASE STUDY OF EDUCATIONAL INSTITUTES IN CHHATTISGARH

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ABSTRACT

Over the centuries, universities have continued to adapt and evolve, reflecting changes in society's needs and values. One of the primary roles of universities in society is to provide education and conduct research. These two functions are inextricably linked, as research often informs teaching, and teaching facilitates research. Universities offer a wide range of academic programs, from undergraduate degrees to doctoral studies, covering fields such as science, humanities, social sciences, and professional disciplines. Present study is an effort to understand the role of universities in providing employable workforce. The study is concentrated in the geographical area of Chhattisgarh.

Keywords: Employability, NEP2020, Private Universities Role.

1. INTRODUCTION

Universities have played a crucial role in society for centuries, evolving and adapting to meet the changing needs of the world around them. They are not just centers of education but hubs of innovation, research, and cultural exchange. To understand the contemporary role of universities in society, it's important to recognize their historical significance. The concept of a university can be traced back to ancient Greece, where philosophers and scholars gathered to engage in intellectual discourse. Throughout history, universities have been centers of knowledge, fostering critical thinking and providing a platform for the exchange of ideas. The medieval European university, which emerged in the 12th and 13th centuries, laid the foundation for modern universities and their role in society. Medieval universities were primarily focused on religious and classical studies. However, as time progressed, the curriculum expanded to include a wider range of subjects, and universities became increasingly secular. This transformation allowed universities to diversify their offerings, making them accessible to a broader segment of society.

Contribution of NEP 2020

Education is the cornerstone of a nation's progress and development, and the quality of higher education plays a pivotal role in shaping the future of a country. In this context, the National Education Policy (NEP) 2020, introduced by the Government of India, is a landmark reform aimed at revolutionizing the country's education system. This essay delves into the multifaceted contributions of NEP 2020 to universities in India, examining its potential to transform the higher education landscape and create a more vibrant and globally competitive system.

Historical Context:

Before delving into the specific contributions of NEP 2020, it is essential to understand the historical context of higher education in India. The country has a rich tradition of learning, with ancient universities like Nalanda and Takshashila serving as global centers of education. However, the post-independence era witnessed substantial growth in the number of universities, but this expansion often came at the cost of quality. Bureaucratic regulations, outdated curricula, and a lack of emphasis on research and innovation were some of the challenges plaguing the higher education system.

Key Contributions of NEP 2020 to universities:

1. Multidisciplinary Education

NEP 2020 envisions universities as multidisciplinary hubs of learning, breaking down the silos that often separate different streams of knowledge. This shift encourages students to pursue a broader education, nurturing creativity and critical thinking. Universities are encouraged to offer a more diverse range of courses, fostering holistic development.

2. Flexible Undergraduate Programs

The policy recommends a 4-year undergraduate program with multiple exit points, including a diploma after one year, a degree after two or three years, and an honors degree after four years. This flexibility allows students to choose their own educational path and exit with a qualification that suits their needs.

3. Research and Innovation

NEP 2020 places a strong emphasis on research and innovation. Universities are encouraged to establish research ecosystems, with the creation of research clusters, innovation and entrepreneurship centers, and partnerships with industries. This is expected to foster a culture of innovation and promote cutting-edge research in India.

4. Global Integration

The policy encourages universities to foster international collaborations and partnerships, attracting foreign students and faculty, and promoting a global perspective in education. This will help Indian universities to become globally competitive and facilitate the exchange of ideas and knowledge.

5. Autonomy and Academic Freedom

NEP 2020 advocates for greater autonomy for universities. It seeks to reduce the regulatory burden and promote academic freedom, allowing institutions to set their own standards, curricula, and evaluation methods. This autonomy is expected to empower universities to innovate and adapt to changing educational needs.

6. Quality Enhancement

The policy introduces the National Institutional Ranking Framework (NIRF) for grading universities based on various parameters. It encourages universities to improve their quality and infrastructure to compete at a global level.

7. Teacher Training and Continuous Professional Development

NEP 2020 emphasizes the need for quality teacher education. It advocates for continuous professional development of faculty to keep them updated with the latest teaching methods and research practices. This is critical in enhancing the quality of education in universities.

8. Equity and Inclusivity

The policy focuses on ensuring equitable access to education. It promotes the establishment of more schools, colleges, and universities in underserved areas and offers scholarships to students from disadvantaged backgrounds. This will help bridge the socio-economic gap in higher education.

Universities in Chhattisgarh

Chhattisgarh, a state located in central India, is known for its rich cultural heritage, lush forests, and diverse terrain. The state has made significant strides in the field of education, with a growing number of universities offering a wide range of courses and promoting research and innovation. This essay will delve into the educational landscape of Chhattisgarh, focusing on the universities that play a pivotal role in shaping the future of the state. With a rapidly evolving educational infrastructure, the universities in Chhattisgarh have begun to stand out on the national and international stage.

Historical Background

Chhattisgarh, formerly a part of Madhya Pradesh, became a separate state on November 1, 2000. The state has a unique blend of tribal and non-tribal communities, each contributing to its diverse culture and heritage. Despite the challenges posed by economic disparities and regional imbalances, Chhattisgarh has shown significant progress in the field of education. The establishment of universities in Chhattisgarh dates back to the early 20th century when colleges were set up under various affiliating universities. It was only after the formation of the new state in 2000 that Chhattisgarh started to make dedicated efforts to enhance its higher education infrastructure.

Present-Day Educational Landscape

The state's educational infrastructure has witnessed a transformation over the years, and today, Chhattisgarh boasts a number of universities that offer a wide array of courses and degrees. These universities are spread across the state, providing access to quality education to a diverse student population. As of my last knowledge update in January 2022, some of the prominent universities in Chhattisgarh include:

Pt. Ravishankar Shukla University (PRSU), Raipur: Named after the first Chief Minister of the state, PRSU is one of the oldest universities in Chhattisgarh. Established in 1964, it serves as a hub for various academic disciplines.

Indira Gandhi Krishi Vishwavidyalaya (IGKV), Raipur: Focused on agricultural education and research, IGKV plays a crucial role in the development of agricultural practices in Chhattisgarh.

Chhattisgarh Swami Vivekanand Technical University (CSVTU), Bhilai: CSVTU is a leading technical university in the state, offering a wide range of engineering and technology programs.

International Journal of Engineering, Science, Technology and Innovation (IJESTI)

Hidayatullah National Law University (HNLU), Raipur: HNLU is a prestigious institution for legal studies, renowned for its academic excellence and research activities.

Guru Ghasidas Vishwavidyalaya (GGU), Bilaspur: Named after Guru Ghasidas, a social reformer, this central university offers a diverse range of programs and is known for its commitment to social justice.

Pt. Sundarlal Sharma (Open) University, Bilaspur: This open university is dedicated to providing distance education opportunities to a broad spectrum of students.

Dr. C.V. Raman University, Bilaspur: A private university, it offers a variety of undergraduate and postgraduate programs.

Kalinga University, Raipur: Known for its focus on industry-oriented programs, Kalinga University has gained recognition for its quality education.

These universities, along with several others, have made significant contributions to the educational landscape in Chhattisgarh. They offer a diverse set of courses, including arts, science, commerce, engineering, law, agriculture, and management. The researcher has found that it would be suitable to study the role of institutes in Chhattisgarh in providing employable professionals.

II. LITERATURE REVIEW

Bennett, D., Knight, E., & Rowley, J. (2020) found that graduate employment rates and self-reported employability are increasingly being included in measures of higher education funding. Graduate outcomes, however, do not represent the entire learning experience of the student, nor is the student experience reducible to a single statistic. **López‑Miguens, M. J., Caballero, G., & Álvarez‑González, P. (2021)** have developed and validates a second-order scale to measure Responsibility of the University in Employability (RUE) at the confirmatory level. First, the literature on RUE components is reviewed, and a formative conceptual model is proposed to support its measurement using existing research in the field of organisational responsibility and employability. **Mgaiwa, S. J. (2021)** suggested that the globalisation continues to disrupt not only economic trajectories and business models, particularly in the developed world, but also the knowledge and skill requirements for graduates entering the labour market. A growing body of literature on graduate employability has identified employment barriers ranging from skill mismatch to a lack of soft skills. **Ayala Calvo, J. C., & Manzano García, G. (2021)** have looked into the impact of psychological capital on the acquisition of employability skills among final-year university students. The researchers also investigated whether employability skills acted as a moderator in the relationship between psychological capital and employability as perceived by undergraduates. **Morina, A., & Biagiotti, G. (2022)** investigated the research on graduates with disabilities, as well as their academic university and work experience. The study included the analysis of 18 articles and the perspectives of 664 graduates with disabilities from various international contexts. **Moscardini, A. O., Strachan, R., & Vlasova, T. (2022)** investigated the origins and development of universities, as well as their current role in global society. Over the last ten years, technology and artificial intelligence capabilities have grown at an unprecedented and exponential rate, challenging current working practises and affecting all aspects of society. **Jackson, D., & Tomlinson, M. (2022)** found that declining graduate labour markets, perceived devaluation of degree qualifications, and an intense focus on graduate employment metrics have increased pressure on universities to improve their students' employability. Formal curriculum developments have been accompanied by co-curricular and extra-

curricular offerings aimed at improving students' career readiness and emerging graduate profiles. **Petruzziello, G., Mariani, M. G., Guglielmi, D., van der Heijden, B. I., de Jong, J. P., & Chiesa, R. (2023)** found that the dealing with occupational uncertainty, perceived employability is becoming increasingly important for university students. However, little is known about how perceived employability develops in the university setting. This study looks at how university teaching staff support influences final-year university students' perceived employability. We use Conservation of Resources Theory to hypothesise that support from teaching staff has a positive impact on students' perceived employability. **Alsadig, M., & Zakariya, A. (2023)** investigated the effect of emotional competencies on university students' perceptions of employability, as well as the potential moderating role of university commitment in this relationship. To achieve the study's goal, quantitative data was collected from a sample of 214 students enrolled in various Saudi universities during the previous semester.

III. RESEARCH METHODOLOGY

Objective of Study

Following objectives have been defined for present research:

- To study the role of Private Universities in providing Managers and Technocrats Corporate India
- To study the pedagogy, curriculum and value system among Private Universities

Hypothesis

Based upon the objectives, researcher has proposed following hypothesis:

H01: There is no significant relationship between Private Universities' effectiveness and the opinion of recruiters about streamline curriculum of Private Universities'.

H02: There is no significant relationship between Private Universities' effectiveness and technical efficiency of professional graduates in the opinion of recruiters.

H03: There is no significant relationship between Private Universities' effectiveness and managerial efficiency of professional graduates in the opinion of recruiters.

Population: Proposed population for the present research is universities in Chhatisgargh.

Sample Size: 500 employers

Researcher has used convenience sampling for collection of data. The self-financed researches have many constraints. The resources are limited and the research has time limitations too. For social researches the researchers have the liberty to randomly pick a sample having characteristics of population for the study. It is a type of non-probability sampling. As the samples are collected randomly the chances of fair section are low.

Researcher has collected the data form the respondents, with following discretion:

- Data collected will remain confidential at every level.
- Respondents are not supposed to write their name, affiliation or other things, so that they express their opinion freely.

- The present survey does not involve name of any university, the questions are related with overall private university students. This helps to avoid any conflict of interest during the publication of findings of the research.

- The research is drafted in a manner that it measures the effectiveness of universities with respect to several aspects of employment. The research does not provide any comparison among the universities at selected sample location. So, no prior permission is required for the research.

- All the participation of university officials and HR managers of companies are voluntary. They were informed for the cause and objectives of the research. Who so ever for its contribution to society has contributed to the study. Researcher has also received few rejections form university officials and HR managers of the companies as they have time crunch due to their professional commitment.

IV. FINDINGS OF THE STUDY

Hypothesis Testing

H01: There is no significant relationship between Private Universities' effectiveness and the opinion of recruiters about streamline curriculum of Private Universities'

Correlations		Private Universities' Effectiveness	Streamline Curriculum
Private Universities' effectiveness	Pearson Correlation	1	.610[**]
	Sig. (2-tailed)		.000
	N	500	500
streamline curriculum	Pearson Correlation	.610[**]	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation table shows that Private Universities' effectiveness and the opinion of recruiters about streamline curriculum of Private Universities. The correlation value is .610 which is above 0.600. The value shows that both have good correlation. With results of correlation table, hypothesis is rejected so it could be said that, these is a significant relationship between Private Universities' effectiveness and the opinion of recruiters about streamline curriculum of Private Universities'

A streamlined curriculum is a critical component in enhancing employability in today's rapidly evolving job market. A streamlined curriculum focuses on equipping students and job seekers with the essential skills and knowledge that are most relevant to the industries and professions in demand. By eliminating unnecessary coursework and concentrating on practical, hands-on experiences, individuals can acquire the expertise they need to excel in their chosen fields.

H02: There is no significant relationship between Private Universities' effectiveness and technical efficiency of professional graduates in the opinion of recruiters

Correlations		Private Universities' Effectiveness	Technical Efficiency
Private Universities' effectiveness	Pearson Correlation	1	.510[**]
	Sig. (2-tailed)		.000
	N	500	500
technical efficiency	Pearson Correlation	.510[**]	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation table shows that Private Universities' effectiveness is related with technical efficiency of professional graduates in the opinion of recruiters. The correlation value is .510 which is above 0.400. The value shows that both have moderate correlation. With results of correlation table, hypothesis is rejected so it could be said that, these is a significant relationship between Private Universities' effectiveness and technical efficiency of professional graduates in the opinion of recruiters.

Technical efficiency refers to the ability of an individual or organization to achieve optimal results with the available resources and technology. In the context of employability, technical efficiency is crucial as it denotes the proficiency and effectiveness of a person's technical skills and knowledge within their chosen field. A highly technically efficient individual is not only capable of performing tasks with precision but can also adapt to evolving technologies and stay competitive in today's rapidly changing job market.

H03: There is no significant relationship between Private Universities' effectiveness and managerial efficiency of professional graduates in the opinion of recruiters

Correlations		Private Universities' Effectiveness	Managerial Efficiency
Private Universities' effectiveness	Pearson Correlation	1	.641[**]
	Sig. (2-tailed)		.000
	N	500	500
managerial efficiency	Pearson Correlation	.641[**]	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation table shows that Private Universities' effectiveness is positively related with managerial efficiency. The correlation value is .641 which is above 0.600. The value shows that both have strong correlation. With results of correlation table, hypothesis is rejected so it could be said that, these is a significant relationship between Private Universities' effectiveness and managerial efficiency of professional graduates in the opinion of recruiters. Managerial efficiency is a critical component of organizational success, as it directly impacts a company's ability to achieve its goals and objectives. Efficient managers possess the skills and competencies to streamline processes, allocate resources wisely, and make sound decisions in a timely manner. They are adept at optimizing productivity and minimizing waste, which ultimately enhances the overall performance of a team or department. In today's dynamic and competitive job market, the demand for such managerial prowess is high. Consequently, individuals

with a strong track record of managerial efficiency are highly employable, as their skills are sought after by a wide range of industries.

Findings

Private universities play a significant role in higher education, providing alternative pathways for students to attain a college degree. These institutions often tout streamlined curricula as a way to meet the evolving needs of the job market and attract students seeking a more efficient educational experience. The effectiveness of private universities, in terms of producing job-ready graduates, is inextricably linked to the opinions of recruiters. Recruiters are key stakeholders who evaluate the qualifications and preparedness of university graduates for the workforce. This essay delves into the relationship between the effectiveness of private universities and how recruiters perceive their streamlined curricula, highlighting the challenges, advantages, and potential areas for improvement in this dynamic interplay.

I. Streamlined Curricular in Private Universities

Private universities frequently market themselves as being nimbler and more responsive to the demands of the job market. One of the ways they do this is by offering streamlined curricula. These curricula aim to provide students with a more focused and efficient educational experience, ensuring that they graduate with the skills and knowledge necessary for their chosen careers. Several key aspects of streamlined curricula include:

(a) Industry-Relevant Coursework: Private universities design their programs to be highly aligned with industry needs. This means integrating the latest technologies, methods, and trends into the curriculum to ensure graduates are competitive in the job market.

(b) Reduced Redundancy: Unlike some traditional universities, private institutions aim to minimize redundancy in coursework. Students are encouraged to complete their degrees in a shorter time frame, often through accelerated programs.

(c) Practical Experience: Streamlined curricula often emphasize practical experience, such as internships, co-op programs, or hands-on projects. This practical component aims to bridge the gap between academia and the real world.

II. The Effectiveness of Private Universities

The effectiveness of private universities can be assessed through several lenses:

(a) Graduation Rates: One measure of effectiveness is the ability of private universities to help students graduate on time. The streamlined curricula often promote efficiency and can lead to higher graduation rates.

(b) Job Placement: Ultimately, the effectiveness of a university is often measured by the employability of its graduates. Private institutions are under pressure to ensure their students can secure meaningful employment upon graduation.

(c) Alumni Success: The post-graduation success of alumni, including factors like income, job satisfaction, and career advancement, is another measure of university effectiveness.

III. Recruiters' Perspectives

Recruiters are instrumental in evaluating the effectiveness of private universities. They serve as gatekeepers to the job market, and their opinions of graduates' preparedness can influence the reputation of an institution. The perspectives of recruiters are shaped by several factors:

(a) Skills and Competencies: Recruiters assess graduates' skills and competencies, comparing them to the job requirements. They look for evidence that students have gained practical, job-relevant knowledge during their academic journey.

(b) Adaptability: In a rapidly changing job market, recruiters value graduates who can adapt and learn quickly. Streamlined curricula should equip students with the ability to do just that.

(c) Network and Alumni: The strength of a university's alumni network can impact recruiters' perceptions. An active and successful alumni network can make graduates more appealing to potential employers.

IV. The Relationship: Private Universities' Effectiveness and Recruiters' Opinions

The relationship between the effectiveness of private universities and recruiters' opinions is multifaceted. It can be characterized by the following key dynamics:

(a) Alignment: Private universities that closely align their streamlined curricula with industry needs are more likely to receive positive feedback from recruiters. This alignment is crucial for producing job-ready graduates.

(b) Feedback Loop: An ongoing feedback loop between universities and recruiters can be essential. Universities that actively seek input from recruiters can make timely adjustments to their curricula, ensuring relevance.

(c) Reputation: A positive reputation can precede graduates. Recruiters often form opinions about universities based on the track record of previous hires and their overall experience with graduates.

(d) Continuous Improvement: To maintain their effectiveness, private universities must continually improve their programs. This may involve investing in faculty development, updating course materials, and fostering innovation.

V. Challenges and Advantages

While the relationship between private universities' effectiveness and recruiters' opinions is generally positive, there are challenges and advantages to consider:

Challenges:

- Maintaining up-to-date curricula can be resource-intensive.
- Balancing the need for specialization with broader educational goals can be challenging.
- Recruiters' opinions may vary, and it's difficult to please every employer.

Advantages:

- Streamlined curricula can reduce time to degree completion and save students money.
- Private universities' flexibility can lead to quicker responses to industry changes.

- Graduates who are well-prepared for the job market can enhance a university's reputation.

VI. Areas for Improvement

To strengthen the relationship between private universities' effectiveness and recruiters' opinions, there are areas for improvement to consider:

(a) Collaboration: Closer collaboration between private universities and recruiters can facilitate the design of curricula that directly meet the demands of the job market.

(b) Soft Skills: While technical skills are essential, a broader focus on soft skills, such as communication, teamwork, and adaptability, can make graduates more appealing to recruiters.

(c) Data-Driven Approaches: Private universities can adopt data-driven approaches to assess the success of their graduates, incorporating recruiter feedback and employment outcomes into program evaluation.

(d) Career Services: Enhanced career services can help students bridge the gap between academia and the job market, offering support with job searching, interview preparation and networking.

The relationship between the effectiveness of private universities and recruiters' opinions regarding streamlined curricula is a dynamic and critical one. Private universities have sought to differentiate themselves by offering efficient and relevant education, and their success in doing so is closely tied to how recruiters perceive their graduates. A positive relationship benefits both parties, as universities produce job-ready graduates, while recruiters find well-prepared candidates for employment.

Streamlined curricula, when thoughtfully designed and updated, can be a valuable asset in achieving this goal. However, it is not without its challenges. Private universities must balance specialization with broader educational goals, and they should actively seek input from recruiters to ensure ongoing relevance.

In this evolving educational landscape, private universities must continue to adapt, collaborate, and innovate to maintain their effectiveness and meet the expectations of recruiters. By doing so, they can continue to play a vital role in shaping the future of higher education and producing graduates who are poised for success in the ever-changing job market.

The effectiveness of private universities in producing technically efficient professional graduates has become a subject of increasing interest in recent years. This essay explores the relationship between private universities' effectiveness and the technical efficiency of their professional graduates from the viewpoint of recruiters.

Private Universities' Effectiveness:

Private universities are an integral part of the higher education landscape. They offer diverse academic programs and are known for their flexibility, innovation, and a focus on student-centered learning. The effectiveness of private universities can be assessed through various metrics:

1. Curriculum Relevance: Private universities often tailor their curricula to meet the demands of the job market. By offering specialized courses and practical training, they aim to equip students with skills that are directly applicable to their chosen professions.

2. Faculty Qualifications: The quality of faculty members is a crucial factor in the effectiveness of a university. Private universities often hire experienced professionals who bring real-world expertise to the classroom.

3. Resources and Infrastructure: Investment in modern facilities, libraries, laboratories, and technology can enhance the learning experience and contribute to graduates' technical proficiency.

V. CONCLUSION

The present study highlights the broader socio-economic impact of universities in Chhattisgarh. They not only contribute to individual employability but also play a pivotal role in the state's economic growth and development. Graduates are not only contributing to the local workforce but also making their mark on the national and international stage.

In conclusion, the universities in Chhattisgarh are evolving into comprehensive educational institutions that not only impart knowledge but also nurture skills, values, and a spirit of entrepreneurship. Their commitment to producing employable professionals is evident through their efforts in curriculum design, industry partnerships, and emphasis on holistic development.

As we look toward the future, it is imperative that universities in Chhattisgarh continue to adapt and innovate. They must remain responsive to the ever-changing needs of industries, foster research and innovation, and prepare graduates who are not just job seekers but also job creators. The journey towards producing employable professionals is ongoing, and with dedication and perseverance, Chhattisgarh's universities are well-positioned to continue their role as catalysts of transformation and progress in the region.

This thesis has not only shed light on the current state of affairs but also opens doors for further research and exploration in this domain. The journey towards improving employability is an ongoing process, and this study is a significant milestone in understanding and enhancing the role of universities in Chhattisgarh in providing employable professionals.

In the grand tapestry of education, the universities in Chhattisgarh play a vital role, and it is the hope of this research that they will continue to do so, propelling the state and its people to greater heights in the years to come.

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