

Abstract of Doctoral Dissertation

Employability Skills of Management Students: A KANO Analysis of Employers' Expectation regarding functional areas of management¹

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I. Introduction

STUDENTS INVEST IN university education to improve their employment prospects though achievement of good academic qualifications seems not enough to secure employment (Yorke, 2006). It was presumed that to enhance employment prospects a person completes his/her education degrees. But time has changed, performance and skills are valued more than the education. The graduation and even post-graduation degrees do not guarantee employment. The students are remaining unpolished, without skills and are unemployable.

The skills required by the employers from higher education students should be properly addressed as these students directly enter into the corporate world. Management education is grooming future managers for handling the business organizations and lead them. Due to globalization managers are facing new challenges every day.

The business world is changing rapidly due to fourth industrial revolution which is about advanced robotics and autonomous transport, artificial intelligence and machine learning, advanced materials and biotechnology. So future managers need to adapt their proficiencies to keep pace in this VUCA (Volatile, Uncertain, Complex and Ambiguous) world. (AICTE, 2018)

The survey conducted by web portal MBAuniverse.com and Merit-Trac revealed that employability of MBA graduates is getting reduced, though the seats in India have gone up massively (Nayyar, 2012). It is very important

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