Chapter I

INTRODUCTION TO THE RESEARCH STUDY

This chapter elaborates the main aim of this Research Study. It describes the purpose of selecting topic and related contextual situations behind it briefly. It is followed by significance of this study along with its objectives, scope, limitations and hypotheses. This chapter is nothing but the overview of entire research work conducted by researcher during stipulated time period.

1.1. INTRODUCTION-

Today we can see that the corporate world is growing rapidly. To grab global opportunities they are expanding their business overseas. For that, they require many intellectuals who can handle their step forwarded business growth. For many MNCs, India seems to be a huge market. And to acquire this market, these MNCs are trying to have strong foothold in India. Due to arrival of these companies, there is huge requirement of MBA graduates nurtured with management skills to drive these companies. Also according to one article in Economic Times (25th Sept. 2013), it is observed that the organizations run by MBA qualified managers are performing better than those which are not. To develop our youth to attain these opportunities and to fulfill expectations of corporate, huge competition began among different Business Schools in India. In India, there are more than 1400 MBA colleges which are producing more than 100000 MBA graduates per year. In case of Maharashtra, there are more than 400 MBA colleges which are producing more than 40000 MBA graduates annually.

With the career expectations for Executive Jobs and handsome pay-packages, many aspirants are getting attracted towards these MBA Courses. But many of them are choosing this career path without considering the corporate expectations and
without realizing their own inherent skills which is the base for career planning. Due to that, the survey says; though there are ample of opportunities to absorb these huge numbers of MBA graduates, the fact is that only 23% vocational & technical graduates from India are employable who are trying to foster their career towards the benchmarks (NASSCOM Survey, 2011).

Though there is more demand of MBA graduates, the companies are facing big problems regarding the managerial skills and abilities in their future managers who can take control over the starring of company’s growth. Today, their severe requirement is not the funds, material or other resources but it is the efficient, effective and career oriented executives. Companies are getting qualified candidates but there is big question mark over their career orientation. So the big problem is not the manpower supply but the poor career planning ability & employability of the qualified management graduates. Also many of these MBA graduates are not aware about their own career planning at their academic years.

As per the studies of H. Gardner, the concept of Multiple Intelligences (MI) is playing vital role for the personality development of the person. From this concept, we can understand the strengths of an individual’s intelligence in several areas like Linguistic, Logical/Mathematical, Interpersonal, Intrapersonal, Visual, Bodily kinesthetic, Musical and Naturalistic etc. The strength of an individual in some of the above areas, leads his career aspiration if nurtured well. This concept has been successfully applied for students in foreign countries to enhance the existing abilities, skills and to develop their career planning ability.

By studying the emphasis of MI in personality development and career selection, researcher observed that through the MI Concept, one can realize inherent abilities (employability) of a person which can play a vital role in their better
career planning. By studying it from this dimension, researcher realized the significance and need of this concept to be studied from this angle. For that he has reviewed the literature of research work done in past by other researchers on this topic. The relation between MI and Career Planning made researcher to study it deeply and to throw light on this relationship from several angles. By comparing these Intelligences with the corporate requirements, we can take some efforts over the development of those specific Intelligences among MBA students which can enhance their employability and also help them to plan their career towards the appropriate direction.

1.2. WHY IS THE TOPIC CHOSEN-

After getting an idea of the fact of huge career opportunities for MBA graduates on one side and less number of placements compare to expectations and qualifications of MBA graduates on other side, researcher realized the need of study in this aspect. Though more aspirants are turning towards the MBA degree course but there are very few who are choosing this course as a career path by realizing their own inherent capabilities like Multiple Intelligences. The four practical implications mentioned further for applying MI to career planning, career selection and development led researcher to choose this topic for study-

a) First, the chances for maximum career development are increased when there is a good match between the job tasks and an individual’s MI strengths.

b) Second, the strength and development of Intrapersonal intelligence is a key factor in positive career selection and advancement.

c) Third, career development will be enhanced when the person’s closed ones (parents, teachers, counselors, supervisors, peers, co-workers, etc.) are aware and supportive of the growth of an individual’s particular strengths.
d) Fourth, the negative impact of the person’s weaknesses on career success will be minimized when strengths are emphasized and employed to bridge over any significant deficits. (Shearer, 2004)

Also, the tide of Education Reform which got momentum in countries like USA, lots of high minded ideas like to use Multiple Intelligences Approach for better teaching and learning process that leads to human resource development of the country are being implemented. After realizing significance and need of the concept, countries like China, Taiwan and Turkey adopted this concept to reform their own education system. Now they succeed to inculcate this in to their educational & industrial communities. In India, our leaders, educationists or industrialists are seemed to be less aware about this concept. Very few organizations have recognized the significance of it. This realization led researcher to conduct this Research Study.

After studying this concept through questionnaire prepared for MI called Multiple Intelligence Test, researcher has observed that with this concept we can realize those areas where students are comparatively weak such as communication which comes from weakness of Linguistic & Interpersonal Intelligences, failures in strategic framing due to lack of Logical/ Analytical Intelligence etc. To extend this concept the efforts are being taken in many countries by various organizations. The Multiple Intelligences Developmental Assessment Scales (MIDAS) were developed in 1987 to provide an efficient means for obtaining a rich and descriptive understanding of a person’s multiple intelligences profile. It has been used for the past 10 years at the university level to assist confused college students to decide upon a major course of study and clarify career options best suited to one’s MI strengths (Shearer, 2004).
By realizing the significance of this, Researcher is curious to apply this concept in case of MBA Graduates of his area i.e. North Maharashtra region which covers Jalgaon, Dhule & Nandurbar districts. Also the researcher himself is working as faculty for MBA students in this area. He hopes that by comparing these Intelligences with the corporate requirements, we can take some efforts over the development of those specific Multiple Intelligence areas called ‘Intelligence Domain’ which can enhance their employability and also can help them to plan their career towards the appropriate direction. As this concept has given positive results to the efforts of some researchers for career planning, researcher got the confidence that this concept of Multiple Intelligences can be fruitful for the Career Planning aspect of MBA aspirants. At the same time this study will be considered as one of the steps taken to the actual aim of Universities as well as Academic Institutions i.e. to develop the students with better skills for better career.

Moreover, researcher has selected a time period from 2001 to 2011, as this decade is the first decade of the new millennium. New reforms with lots of hopes were undertaken in every area including education. So, researcher wanted to study the concept of Multiple Intelligences and Career Planning and relation between them for this selected time period. Also this generation is being called as new millennium generation, so that researcher has chosen this stipulated time period for his research work.

1.3. NEED & SIGNIFICANCE OF RESEARCH STUDY-

The idea of multiple intelligences has been found to be powerful medicine for the disaffection that ails our educational system today (Shearer, 2006). The students’ view behind choosing a degree course is to achieve a good career. While choosing
degree course he must know about himself first, means whether he has those abilities, interest towards that course and the career path led by it. Parents on other side must look after to identify the characteristics of their children and help them to develop those characteristics for better career. Besides this, academic institutions, teachers must also identify qualities, skills and interests of students and must guide them accordingly. The curriculum of the degree course like MBA must be an interface between University and Industrial Expectations. Through this research, researcher wants to put a step forward towards the awareness and realization of significance of Multiple Intelligences in the Career Planning of MBA students under NMU, Jalgaon.

a) To the Students-

The MI (Multiple Intelligences) approach is very valuable for students even though they already do well academically (Pittelkow, 2000). Result of this Research Study will provide very useful input to the MBA Students under NMU for their career planning with better realization of own abilities. When you give this to self-critical students reasons and techniques for understanding why they think the way they do, it is very powerful (Pittelkow, 2000). While choosing a career, the self analysis is the base. Through the self analysis only, students can understand the gap between what they want to achieve and where they are in actual. This study can help them to think about this assessment along with MI Approach. Such information can be applied for pinpointing areas of self-improvement, discussion topics for teams, and upgrading a resume (Martin J, 2001). Another great thing this study can achieve is that to give the students much better awareness of themselves so that they can be able to see themselves differently.
b) To the Faculties-

Multiple Intelligences is an educational philosophy (Pittelkow, 2000). And as an important part of it, faculties/teachers must understand it. Through the years, students brought up from the societies with lot of negative baggage. **There should be someone who can tell them about their strengths and competencies so that they can become more successful.** Nowadays, the expectations of the corporate are bigger. And they are more from the MBA Graduates. So, as playing a role of mentors for their students, through this study MBA Faculties can get some help to enhance the employability and other skills. This can shape student's career.

Based on multiple intelligences theory, establish a "remedy" the concept of teaching students according to help disadvantaged students develop the intellectual, to enhance employability and competitiveness (Unknown, 2009). **MBA Faculties can play a vital role in students Career Planning** and can suggest better career path to students. A trusting community allowed students to take chances in their learning and to try new things (Coustan, 1998). From this study MBA Faculties not only can contribute their share for development of their students’ career but also can contribute towards the Development of Human Resource of the country ultimately.

c) To the Corporate-

Though this research study does not have direct relevance to the corporate world but indirectly it can be found significant for them in many aspects. The Labor Department estimated that today’s fresh graduate may have average 10-14 jobs by the time they are 38; today, 1 in 4 workers has been associated with his current employer for less than a year, and 1 in 2 have been there for less than 5 years. **This occurs due to labor supply with no or confused career expectations.** The
Jan Watson with his extensive corporate experience shares that- ‘those companies that utilize assessments or "intelligences" have lower employee turnover and higher productivity because they know more about their employees; their Thinking Styles, Behavior Traits and Occupational Interests.’ Today's culture supports diversity, technical savvy, the ability to handle high information volume, and fast response. With this complex array of demands on the work environment, the multiple intelligences model holds promise for restructuring how employers hire, evaluate, train, supervise, promote, and manage people (Martin J, 2001).

Jan Watson further states that- ‘by utilizing these and other tools like multiple intelligences to increase employee engagement, hire the right candidate for the job, and transition/redeploy current employees, successfully, based on their core traits’. Through this study people from corporate can understand the role of better career planning (through Multiple Intelligence Assessment) in their existing as well as aspiring employees.

d) To the Educationalists-

The modern corporate environment requires multi-tasking, rapid learning, and a constantly shifting mix of academic, technical and interpersonal skills (Martin J, 2001). Also the students coming to the courses like MBA, expects more pay packages. They expect jobs with better opportunities of career advancements and much more. **To bridge this gap between expectations from both employers as well as career aspirants, educationalist must prepare such curriculum that would be supportive to satisfy both.** The educational reforms in countries like US, China are getting far advanced than ours.
Through this study the educationalists can get an idea to pass the progressive milestone towards development in real sense. Because if we want to exist in today’s cut throat competition, we have to upgrade our education with time.

1.4. OBJECTIVES OF RESEARCH STUDY-

To surpass the desired milestone, it is necessary to have pre-decided and path following objectives. This research too is not the exclusion to it. The objective behind this research study is not just to study the role of Multiple Intelligences in Career Planning of MBA students under NMU, Jalgaon but also to provide new insights for their better career building. Through this study, researcher wants to identify Multiple Intelligence levels of MBA Students, their strengths and weaknesses in certain areas. Students select the MBA to make their career in the field of management, so researcher wants to identify that gap if any, between required managerial skills & competencies (intelligence) on job and students possessed in actual. These objectives have provided researcher, the precise and unambiguous guideline to move along during the research work. Researcher found them as lighthouse towards the accomplishment of this research study.

a) To study the Multiple Intelligences and its level possessed by the MBA students under NMU, Jalgaon.

b) To study the effect of various factors on the level of Multiple Intelligences possessed by MBA students under NMU, Jalgaon.

c) To study the relationship between Multiple Intelligences and Career Planning ability of MBA students under NMU, Jalgaon.
d) To find the specific intelligence areas (Intelligence Domains) where the MBA students under NMU, Jalgaon need improvement to fulfill the corporate requirements.

e) To provide new insights for MBA faculties under NMU, Jalgaon which are required to guide students for better Career Planning through the use of Multiple Intelligences.

Besides these objectives, researcher has defined the scope of these objectives without which they could be unachieved.

1.5. SCOPE OF RESEARCH STUDY-

In this part, the researcher wants to explain the reach of the research topic up to various elements and their inclusion in this research. From the title of the research, one can get an idea about the scope of research. This research study is confined to the students who have completed or in the way to complete their MBA degree course through NMU, Jalgaon. Currently there are total nine institutes affiliated to NMU offering full time MBA degree course. For this research, researcher wants to cover the MBA Students under NMU, Jalgoan during the selected time period from 2001 to 2011. Many of them may be employed definitely; either in organizations or self regulated business. Their MI Level and their views regarding career planning are to be tested through this research. The scope does not include the geographical area under NMU but the MBA Students are/were studying under it.

Besides MBA Students, the faculties teaching these students are also covered under the scope of this research. The discussions with the faculties who are teaching, guiding these students to build their career in future are conducted. Faculties play
vital role in selecting a career and plan/develop it to the correct direction. So that their views through discussions related to it are also considered for this research.

The scope of this research is also extended to the experts in academics and corporate world who can provide inputs over the corporate requirements from the MBA Graduates. These inputs are very essential for MBA Students to build, plan and develop their career and to improve their intelligence in specific skill areas/domain. So, this study covers MBA Students, faculties & corporate experts from their field of specialization.

1.6. LIMITATIONS OF RESEARCH STUDY-

Every researcher has to overcome the hurdles he faces while performing the research. Again some things happen and affect research work during the period of research work which researcher cannot control. These things are generally called limitations.

In this research researcher also faced some limitations which he elaborates as follows-

a) Research is limited to MBA Students of the Institutes affiliated to NMU, Jalgoan providing fulltime MBA Degree Course only and for the certain duration of selected time period only.

b) Research comprises of basic eight intelligences (Domains) in Multiple Intelligence Theory of Gardner and it does not cover the intelligences types like Existential, Spiritual and Emotional.

c) More research work on Multiple Intelligences is observed done by foreign researchers than in India. So, researcher has referred more research works done by foreign researchers.
1.7. HYPOTHESES OF RESEARCH STUDY-

The hypothesis in the research is like to make educated guess. It is the key part of the every research. It provides the direction to the researcher to make his research goal-oriented and helps him to control & to keep the research process on the right track.

Whenever researcher wants to formulate a good hypothesis, his major concern is to the variables present in the research statement because, a hypothesis is a conjectural statement of the relations between two or more variables (Kerlinger, 1986). This relation between variables he wants to prove or disprove. The relation between variables is nothing but the tentative prediction about the nature of these variables.

The hypothesis statement makes researcher to keep his focus on intended investigation which allows him to determine the research objectives and to identify the important concepts involved in his research study. Also the hypothesis bridges the gap between consistency of existing knowledge and further related enquiries.

There are two approaches to develop the research hypothesis i.e. Qualitative and Quantitative. Researcher used Quantitative Approach, as his Research Work is based on survey reports. In such cases two types of hypothesis are most frequently being used i.e. Hypothesis showing Comparison between variable and Hypothesis showing Relationship between the variables. Out of these two, researcher has chosen second one by considering the objectives and kind of variables.

As the hypothesis shows the relation between the variables, in this research study the main variables are- Multiple Intelligences Level of the respondents and their Career Planning. Here the second variable is considered as a dependent variable.
When it is said Multiple Intelligence level, it means the level of all the eight basic intelligence categories of MI Theory studied in this research. While when it is said the career planning, it comprises of Satisfaction level among the respondents about their career selections, need they feel to set long term career goal, to do self assessment and to know their own intelligence level in specific skill areas i.e. ‘intelligence domains’ in Multiple Intelligence. So here researcher wants to predict that there is relationship between Multiple Intelligences of the respondents and their career selection satisfaction level, need felt by them to set career goal, need felt to do self assessment and need felt to know own intelligence in specific skill areas.

As per the requirement, researcher formulated four related hypothesis statements as follows-

1) There is relationship between Multiple Intelligence Level of MBA Students under NMU, Jalgaon & their career selection satisfaction.

2) There is relationship between Multiple Intelligence Level of MBA Students under NMU, Jalgaon & need they feel to set career goal for effective career planning.

3) There is relationship between Multiple Intelligence Level of MBA Students under NMU, Jalgaon & need they feel for doing self assessment in their career building.

4) There is relationship between Multiple Intelligence Level of MBA Students under NMU, Jalgaon & need they feel to know own intelligences in specific skill areas.
So, if it is observed that all the above hypotheses statement are proved true i.e. all hypotheses are accepted, the relationship between variables will be proved. From the above four hypotheses, the relationship between main variables i.e. Multiple Intelligence and Career Planning ability of the respondents will be said exist.
1.8. CHAPTER CONCLUSION-

In this chapter, researcher has explained the important part of his research work. Along with the general idea of research topic he has attempted to describe the reasons behind selection of topic, need and significance of research for variety of sections of society. The importance of Multiple Intelligence in today’s scenario, education reforms and the contingencies taking place in labor market of India; all such related issues are explained by researcher in this chapter. He has explained all the five objectives of the research with its scope and limitations which framed this research study. Also the description of four hypotheses developed to show the relationship between the variables has mentioned in brief. ‘The well begin is half done’- in support of this statement researcher tried to explain ‘what this research is?’ , and how it will be described in further chapters.
REFERENCES FOR THIS CHAPTER-