CHAPTER 8

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To find out the gaps between expectations and experience of corporate on the business communication skills of the B School campus recruits is a difficult task, considering wide variety of B-schools (from A+ category to C category) and different industries and nature of work. This entails that a number of limitations can be presented, of which the most substantial are elaborated upon within this chapter. However, some of these limitations can and should also be regarded as fruitful avenues for future research under a similar scope.

Though we have taken all possible steps to provide the findings in a holistic way but as a natural phenomenon of any research present study is also not free from some limitations.

Limitations observed while doing this study are as below:

1. The purpose of this research was to study the business communication skills of B-School campus recruits keeping in mind the corporate requirement. Due to time constraint we could only consider the major campus recruiters of past 3 years and not all which do recruitment via campus.

2. The literature review for this study concentrated on the theoretical fields of business communication and contemporary corporate challenges and requirements. Based on the availability of the literature, a research framework was constructed.

3. B-school campus recruits consists of variety of management graduates who are passed from variety of B-schools (A+ to C category) and they are working in different organizations and are at different levels in terms of job roles and position in the company. So getting the correct and relevant feedback which can be generalized to B-school campus recruits is a difficult task.

4. Data collection is limited to the response received from the companies. Responsive companies were only 53% of the total universe. Responses from few more companies would have resulted in better understanding on the situation.

5. Results are dependent on the responses received from corporate executives through questionnaire and there was limited control / supervision over their response. It is difficult to understand they are giving their opinion for campus recruits of what category of B-school.
6. The expectations and experiences of corporate are for the essential business communication skills only which were identified with the help of expert panel. Certain attributes of the business communication skills which may be important but have not come under essential attributes category.

7. For the qualitative study of business communication syllabus and subject faculty interaction, the sample selection was based on purposive sampling and considered only 5 colleges. B-schools consists large variety where students, syllabus, Faculty and pedagogy are in contrast. It is difficult to cover more colleges because of geographical and time constraints.