



MBA Graduates' Perception on Job Search Sources: Evidence from Nepal

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Authors' contributions

This work was carried out in collaboration among all authors. Authors SM and ND designed the study, developed methodology, collected data, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author URP designed the study and wrote the final draft. Author UB managed the literature searches, developed research methodology and contributed in results and discussion section. Author KA managed the literature search and contributed in final draft. All authors read and approved the final manuscript.

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ABSTRACT

This paper explores the graduates' perception on job search from relevant sources. The study adopts descriptive analysis and has applied purposive sampling technique to collect data from 350 students of different MBA colleges inside the Kathmandu valley. Logit model is used for the inferential analysis of the data. The results show that the most popular recruitment sources used by employers are web sites and the internet job site. Among the respondents, 82% have applied jobs at least one time and about 55% of them use online job portal to apply job. 62% of the respondents are satisfied from the modern method due to the time saving and cost saving but same number (63%) are not satisfied by the services that provide by the job portal. The Binary Logistic regression results indicate that applying job is statistically significant with the sex, training, marital status, faced interview, interview method and company response whereas search job is significantly affected by the sex, interview method, faced interview, company response and job searching. Similarly, marital

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status, interview method, job categories qualification and job searching have significantly affected the saving time of graduates. The study concludes that due to the improper management of job portal and Recruitment Companies many students are facing problems in job searching process. Hence, academia should focus in soft skills required for the employment market along with their academic excellence whereas adoption of new technology by reducing the traditional technology can improve the recruitment process.

Keywords: Graduates perception; recruitment sources; higher education; job search strategy; internet recruitment; employment services.

1. INTRODUCTION

The increased popularity of the internet as a job search tool benefits every job seeker [1] and the behavior of people through which efforts and time are expanded to acquire information about labor market [2]. In this regard, job portal provides fast, easy and systematic service to the job seekers [3]. Although, job seeker with their personality may differently motivate for employment requirement process [4]; these days, e-recruitment is an effective way for job seekers and employers to maintain competitive edge in the job market as job seekers can apply for multiple jobs in less time with low cost [5]. In comparison to traditional employment channels (newspapers, friends and agencies), online job portals are able to provide a wider range of choice as well as increasingly more advanced tools to evaluate the suitability of a job or a job candidate [6].

As Ghazzawi and Accoumeh [7] electronic recruitment system offered by an organization can be considered as a significant tool for talent acquisition and talent retention with the core focus of talent management practices in contemporary global world. In Nepal too, job management portals is witnessed, increasingly used, in some of the public organizations [8]. As Sabir et al. [9] organization learning capacity also matters quite a lot for the employee happiness in both public and private sector. In this regard, various factors need to be considered for managing online recruitment from employers and employees perspective. It is necessary to manage the online recruitment system in such a way that it easily attracts large pool of applicants and in order to attract applicant, various social and cognitive factors need to be considered. Branine [10] has asserted that graduates, in the beginning of their career, have high and unrealistic expectation about job prospects and job market in recruitment. It is prominent linked to employers' technology-based knowledge and skills in the recruitment process to address

Human Resource Development (HRD) activities and projects [11]. But, Robst [12] opines that graduates adopting general skills have a higher likelihood of mismatch at job search process. Hence, the factors influencing the intention to apply for the jobs through online medium must be assessed. Without assessing those factors and integrating their feedback in online recruitment system, recruitment and overall Human Resource (HR) functions becomes ineffective and consequently affect the viability and success of firm. For this, Benoy & Gracias [13] have contended that the young generation has deep intention to join the organization, create leadership and develop a better global view.

Georgiou et al. [14] have asserted that individual characteristics among recent university graduate affect not only their daily job search activities and outcomes but also on their daily psychological well-beings required for the searching task. In this regard, Hussain et al. [15] substantiates the above viewpoint that the importance of personality trait for matching the career choices in new candidates show people who are calmer, relaxed and emotionally stable are more likely to be successful in public sector organizations. More significantly, Wierik et al. [16] suggest that university careers advisors can initiate for various activities organized by the university, such as development of the database of potential employers, job fair programs and the job search process [17].

In general, majority of the issues raised in Nepal are related to applicants' perception either from social level or from cognitive level. Different job portals have been launched in Nepal like merojob.com, jobjee.com, hamrojob.com, ramrojob.com and smartjob.com. The entire job portal has similar type of services for recruiting employees for different company. But, the requirement of company and the job seekers are not matching equally as per need of company and job seekers Nepalese HR supervisors need

to build up a sound online enrollment practice. The elements impacting the goal to apply for the occupations through online medium must be surveyed. Without surveying those components and coordinating their criticism in online enlistment framework, enrollment and generally HR capacity wind up inadequate and thus influence the feasibility and achievement of firm.

It is observed that many job search behavior through different sources have been done in Nepal related to satisfaction job search through different sources, lack of job match as per qualification, important factors that affect job seekers' intention to apply for job defined by Poudel [8]. Job search behavior also depends on adjustment process of the students in their academic level, what they are, where they study and how they adjust [18]. Additional to it many empirical studies have been well analyzed and discussed the choice of job search by graduates, match between a workers' education and job offers, general skills have a higher likelihood of mismatch at job search in different countries. Till now the major discussion and research in the use of job portal in job search have not been carried in Nepal. In this regard, this paper aims to examine the perception of management graduates in relevant job search in Kathmandu valley. The main objective of the study is to examine the perception of graduates in relevant job search in Kathmandu valley whereas sub-objectives are (i) to identify management graduates knowledge on different job search (ii) to identify graduates perception on relevant job search (iii) to examine determinants of such job search and (iv) to recommend management strategy for managerial implication.

As this study identifies the gap between the job search and the opportunity provided by the different job sources, this study benefits the job seekers and job providers from various job source portal. This study contributes scientific evidence of perception of graduates willing to join job market after completion of their higher studies. Managerial improvement and clear policy leads to attract those 63% respondents who are not satisfied by the current service provided by the job portals. The organization of the study is as follows: Section 2 represents the literature review; section 3 discusses materials and methods with data collection techniques; section 4 covers the result and discussion and section 5 presents the conclusion.

2. MATERIALS AND METHODS

2.1 The Model

A multiple regression, as depicted in equation 1, was used to ascertain variables influencing job search in Kathmandu, Nepal. As Nathans et al. [19], multiple linear regressions are standard toolbox of researchers in behavioral science disciplines; following Marill [20] and Jeon [21], this study uses multiple regression. The equation is:

$$Y = \beta_0 + \beta_1x_{i1} + \dots + \beta_nx_{in} \quad (1)$$

Where,

Y= dependent variable
 β_0 = regression constant
 $\beta_1 - \beta_n$ = coefficient of x , which is the contribution of each independent variable to dependent variable
 $x_1 - x_n$ = independent variables

This study aims to measure perception of MBA graduates, which gives dichotomous dependent variable (i.e. they perceived or not). As Devkota and Phuyal [22], when dependent variable is dummy in nature, logistic regression analysis is appropriate. Logistic regression often analyzed using logit and probit model. This study follows logit model. When expressed in the logit form, the equation 1 can be specified as:

$$\text{Log}[P_i/(1 - P_i)] = \beta_0 + \beta_1x_{i1} + \dots + \beta_nx_{in} \quad (2)$$

By solving P_i through above equation the predicted probability of P_i is described as:

$$P_i = 1/[1 + e^{-y}] \quad (3)$$

Where,

e = the base of natural logarithms

Therefore, the final regression equation for this model is

$$\begin{aligned} \text{Knowledge} = & \beta_0 + \beta_1\text{Age} + \beta_2\text{Sex} + \beta_3\text{Training} + \\ & \beta_4\text{Marital_status} + \beta_5\text{Recuirment_method} + \\ & \beta_6\text{Job_catagories} + \beta_7\text{Job_description} + \\ & \beta_8\text{Job_search_startegy} + \beta_9\text{Search_outcomes} + \\ & \beta_{10}\text{Job_portal} + \beta_{11}\text{Job_site} + \\ & \beta_{12}\text{Recuirment_process} + \beta_{13}\text{comapny_response} + \\ & \beta_{14}\text{Faced_interview} + \epsilon \end{aligned} \quad (4)$$

The study tries to capture 5 different hypotheses to understand the dimension of the MBA graduate's perception on job search inside Kathmandu valley. They are

H₁: MBA graduates do not have knowledge on applied job through job portal.

H₂: MBA graduates do not have face problem while applying job.

H₃: MBA graduates do not have feel time saving in job apply.

H₄: MBA graduates do not have feel effectiveness of job search.

H₅: MBA graduates do not have find appropriateness of recruitment process by company.

The definition, measurement and a priori signs of the variables are illustrated in Table 1.

2.2 Study Area and Data

This research uses explanatory research design based on logit model. Primary data were collected from MBA graduates of Kathmandu valley for the investigation of graduates' perception on relevant job search. A purposive sampling has been employed to collect the data. Paudel and Devkota [23] mentioned that

purposive sampling is best way to represent of the population when researcher need to target sample quickly. A total of 350 MBA graduates were interviewed with structured questionnaire. MBA graduates from the Kathmandu valley were chosen for our research. Kathmandu Valley lies in the Province no. 3, Nepal which shares some portion of Kathmandu, Lalitpur and Bhaktapur districts covering 665 square kilometers [24]. The latitude and longitude of Kathmandu valley is 27°32'13" and 27°49'10" north and 85°11'31" and 85°31'38" east respectively at a mean elevation of about 1,300 meters (4,265 feet) above sea level.

In total, there are 36 colleges offering MBA study in Nepal. Two types of MBA studies are being offered in Kathmandu valley first are affiliated with domestic universities and others affiliated with international universities. Most of the colleges lie in the Kathmandu Valley and also all the job portal organizations work in the Kathmandu valley. So, for our research Kathmandu valley will be suitable where the researchers can get adequate data. The sample size was determined after taking 5% non-response error.

Table 1. Definition of independent variable

Variable	Description	Value	Expected sign
Age	Age of respondent	In Years	±
Sex	Sex of respondent	1=Male, 0=otherwise	±
Training	Training taken by the respondent	1=yes, 0=otherwise	
Marital_Status	Marital status of respondent	1=Married 0=otherwise	+
Faced_Interview	Interview faced by respondent	1=Yes, 0=otherwise	+
Recruitment_Method	Recruitment method faced by respondent during interview	1=Traditional, 0=otherwise	±
Job_Site	Job site used by respondent	1=Merojob, 0=otherwise	±
Job_Categories	Job search by respondent as per job categories	1=Yes, 0=otherwise	±
Placement_Job_Portal	Placement respondent through job portal	1=Yes, 0=otherwise	±
Job_Search Employment Outcomes	Respondent number of job search and its outcomes	1=Yes, 0=otherwise	+
Job_Description	Useful of job description while applying job by respondent	1=Yes, 0=otherwise	+
Company_Response	Respondent job apply and company response	1=Yes, 0=otherwise	-
Recruitment_Process	Company recruitment process on respondent job apply	1=Yes, 0=otherwise	+
Job_Search_Strategy	Respondent job search strategy through different sources.	1=Yes, 0=otherwise	+

For the purpose of data analysis both descriptive and inferential methods are used. Descriptive data are used to attain and analyze mean, median of the collected data. Likewise, inferential methods are used in order to analyze the logit model that is used in our study. Binary logit model is used to analyze the data by using STATA software. The data collected and MS excel were used for data entry and tabulation. Post estimation test too has been performed.

3. RESULTS

3.1 Descriptive Analysis

3.1.1 MBA graduates personal characteristics

The sex demography shows that 55% of respondents are male and 45% are female whereas the ration of marital status of both female and male are 22% and 78% which show the huge difference in the variable of marital status (Table 2). The minimum and maximum ages of MBA graduates are 24 and 38 years respectively. Among the respondents, 82% have applied job at least one time and about 55% of them use online job portals to apply for jobs. It

indicates majority of MBA graduates are already started job application via online job portal available to them.

3.1.2 Management graduate knowledge on different job search source

There are different job search sources available in the market where people are aware while searching job as per their requirements. Job applied status of the MBA graduates is high.82% of MBA graduates apply for the job as per the respondents which show that maximum people apply job from different sources and shows the importance of job search in the daily life. Maximum people apply job as per their requirement skills. Many job applicants apply job multiply times to get or to find a suitable position. MBA graduates have applied job many times whereas respondents from 350 have applied job between 1-5 times. It shows that there is high percentage on applying job maximum 5 times (Fig. 1). As per the figure respondents have also applied job till maximum 50 times which show that applying job for below 50 has not been fruitful for the respondents.

Table 2. Socio-demographic characteristics

Field		Number(N)= 349
Gender	Male	156(44.6%)
	Female	193(55.30%)
Marital status	Married	77(22.06%)
	Unmarried	272(77.93%)
Jobs applied	Yes	286(81.94%)
	No	63(18.05%)
Job applied sources	Self-submission by visiting organization	129 (37%)
	Online Job Portal	192 (55%)
	Others	28 (8%)

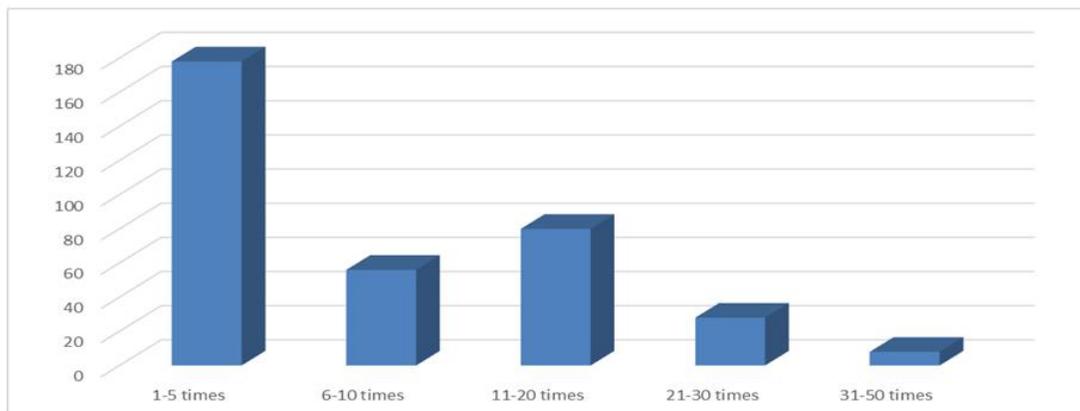


Fig. 1. Number of times job applied by respondents

3.1.3 Perception of management graduates in relevant job search

The trend of using online recruitment is common for small, medium and big corporations, and help to create a large pool of qualified applicants quite fast. Maximum graduates apply job from the online job portal as comparison to the self-submit and others source. As per the respondents 55% apply job through the online job portal, 37% apply job from themselves through visiting company websites and 8% from other sources like newspaper/magazines, Job Fairs, Recruiting Agencies etc.as per the analysis we have taken 8 different job portal sites where we find that maximum people apply their jobs from merojob.com is a first company that provide job service through online in Nepal. 83% of MBA graduates apply their job through the merojob.com whereas in average 6% from jobjee.com and 3% from the growthseller.com.

Many people apply jobs from the job sites where the below figure shows that the selection procedure while applying job and interview selection process. Many job portal sites ask for the curriculum vitae for the job apply where as we find the maximum graduates applying job by providing CV or different job search and had a personal interview. Online recruiting is going to replace most of the traditional sources of recruitment such as newspaper advertisements and employment agencies in the nearest future. Nowadays, it is quite hard to find any organization without a personal web site or a professional profile on the LinkedIn platform. Furthermore, most of the companies have a special "careers" section where candidates can read about open positions and apply for those 45% of the respondent are satisfied through the selection process while applying job through online whereas, 55% of the respondents are not satisfied by the selection process because of lack of the proper management in recruitment process and lack of job description. During the

job apply process the respondents are more satisfied through the modern method for the recruitment as comparison to the traditional method of recruitment these days. 62% of respondents are satisfied from the modern method due to the time saving and cost saving whereas 38% of respondents are satisfied from the traditional methods which include the use of advertisements in newspapers, magazines, various professional journals, on the radio and television and various notice-boards.

3.1.4 Management strategy for management graduates in job search

A job portal is that which helps applicants find jobs and aids employers in their quest to locate ideal candidates. Respondents or an applicant who apply the job through job portal is less satisfied about the job categories that the job portal provides in their website (Table 3). 63% of respondents are not satisfied by the services that provide by the job portals. 37% of respondent shows the satisfaction level in job search categories as per their qualification. The most popular recruitment sources used by employers are web sites and the internet job site. Maximum respondents show the benefits or convenient recruitment process through job portals while applying job through the job portals. 61% of benefit level through online job portal is showed in the figure whereas 31% respondents seem to be moderate, 2% are highly benefitted, 5% shows less benefitted and 15% shows very less benefitted during survey.

3.2 Econometric Analysis

First of all, in the research analysis, summary statistics of the variables has been presented and then correlation between the variables are analyzed. Before running the Binary Logit regression necessary post estimation test is done. Multicollinearity and heteroscedasticity were performed to find out about any existing

Table 3. Management graduates job search process

Field		Number (N)
Selection process	Interview	118 (33.8%)
	Written Test	15 (4.29%)
	Sent Cover Letter	31 (8.88%)
	Sent CV	185(53%)
Satisfaction through online recruitment	Yes	157 (45%)
	No	192 (55%)
Recruiting method	Traditional Method	233 (66.76%)
	Modern Method	116(33.23%)

repetitions or similarities between various data sets and ascertain whether the data. The post estimation result indicates the heteroscedasticity problem in the existing data set. Similarly, χ^2 value was significant and the value of the Pseudo-R2 ranged from 0.2 to 0.7. The VIF value is less than 1.89 in all models. Hence, we performed robust standard error test to correct the heteroscedasticity problem. The final output result for this study is presented in Table 4.

Table 4, indicates 19 variables used in the study among which 5 are dependent variables and 14 are independent variables that can affect the job search of MBA graduates in the market. Different five models are discussed in the later part of this section that shows the impact of different independent variables on dependent variables. Further analyses of variables as per the regression results along with their explanation are presented in the table below since the aim of this study is to analyze MBA graduates' perception on job search from relevant sources.

Table 4. Econometric estimations

Variables	Apply job	Search job	Face problem	Saves times	Present_job_search
sex	-0.111***	-0.118***	0.00173	-0.0133	0.0634
	-0.0399	-0.0387	-0.0291	-0.0306	-0.0391
age	0.138	0.0572	-0.0569	-0.0122	-0.0688
	-0.106	-0.086	-0.0696	-0.095	-0.11
training	0.174***	0.00555	-0.0597	0.0351	0.056
	-0.0479	-0.0436	-0.0425	-0.0386	-0.0446
marital_status	-0.0875**	-0.0475	-0.0974***	-0.0182	0.049
	-0.0408	-0.0426	-0.0281	-0.0425	-0.0488
faced_interview	0.234***	0.172***	0.0292	0.0807	0.0769
	-0.0584	-0.0541	-0.0524	-0.0544	-0.0646
traditional_modern_method	-0.165***	-0.110**	0.0133	0.0653	0.0758
	-0.0467	-0.0433	-0.0356	-0.0465	-0.0565
job_site	-0.037	0.0337	0.109***	-0.0166	0.0542
	-0.0415	-0.045	-0.0351	-0.0326	-0.0413
job_categories_qualification	0.0491	0.0764	0.0137	0.113**	0.153***
	-0.0544	-0.0485	-0.0433	-0.0482	-0.0543
relative_job_description	0.0398	0.0731	-0.0893**	-0.0036	-0.0919**
	-0.0442	-0.0463	-0.0367	-0.0318	-0.0445
recruitment_process	-0.0303	-0.0467	0.0348	-0.0265	-0.0012
	-0.0383	-0.0369	-0.0276	-0.03	-0.0398
company_response	0.140***	0.0704*	-0.014	2.80E-05	-0.105***
	-0.0398	-0.0393	-0.0284	-0.0292	-0.0388
job_search_source_awareness	0.0405	0.0638	0.0388	0.0665**	0.0436
	-0.0416	-0.0397	-0.0308	-0.0337	-0.0416
search_useful	0.0348	0.129*	0.0363	-0.0539	0.144**
	-0.0708	-0.0673	-0.0506	-0.0546	-0.0714
job_searching	-0.0187	-0.0744	-0.0335	0.678***	0.250***
	-0.079	-0.0859	-0.0631	-0.0723	-0.0794
Constant	0.526***	0.630***	0.125	0.161	0.381***
	-0.114	-0.0921	-0.0802	-0.104	-0.123
Pseudo R2	0.229	0.178	0.091	0.714	0.485
VIF	1.63	1.62	1.61	1.88	1.67
Breusch- Pagan/ Cook-Weisberg test	80.22	63.63	167.0	64.45	24.89
	(0.000)	(0.000)	(0.000)	(0.000)	(0.000)
Observations	349	349	349	349	349

Robust standard errors in parentheses

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

The first model of this study is related to job applying behavior of management graduates. The result presented in Table depicts that sex, training, interview face, traditional and modern method and company response significantly affect graduates' awareness in the job search. It also indicates that the probability of applying job in the market increases due to effects of having skill training, experience in interview. The odds ratio of training is 7.44 times higher and statistically significant. Therefore, other things remaining the same, the probability of increase in training is doubled with job applying behavior. Similarly, odds ratio of faced interview is 16.86 times higher and significantly affecting the job apply behavior. This shows that other things remaining constant behavior of applying job increase by 16.86 times by increasing of one unit of the interview experience graduates. Also, the first model shows that sex and interview method (traditional and modern) are also significantly affecting the apply job behavior. The results show that the odds ratio of the apply job behavior is 0.36 times decreased with the sex and similarly the odds ratio is 0.11 times decreased with the interview methods. The model indicates that with the existence of the traditional modern method there will be decrease in the job search behavior. It signifies that graduates will reduce to apply job behavior through online with the existence of traditional method. The first hypothesis is rejected as there is no significant relationship/ association between job applying behavior of management graduates.

The second model of this study is related to job search behavior of graduates. The results presented in table reflects that sex, faced interview, interview method (traditional & modern), job sites, company response and search useful are significantly affecting graduates' awareness in the job search. The probability of the job search behavior increases due to the increase with the faced interview, job categories qualification, company response and search useful. It also indicates that job search behavior decreases with the sex and interview method. The odds ratio of the job search behavior is 9.83 times with the faced interview whereas 2.11 times with the company response and 3.44 times with the search useful which are statistically significant at 5% level of significance. Similarly, the odd ratio of the job search behavior is 2.53 times with the job categories qualification which is at 10% significance level. The second hypothesis is also rejected since the model found

significant relationship/association between job search behavior of graduates.

The third model of this study is related to saving the time of graduates while searching for jobs. The results presented in table reflect that only job site has significantly affected graduates' time saving in the job search. The results show that the graduates' job search time saves increase with the increase of jobs site which are statistically significant at 5% level of significance. This model shows that the odds ratio of the time save is 2.91 times with the training whereas 4.64 times with the interview methods. Similarly, the odds ratio of saving time of graduates for job search is 4.47 times with the job categories qualification and 2.48 times with the job search source awareness. Here the odds ratio of save time of graduates is 229.22 times with the job searching. This shows that if the graduates have the good knowledge of the job searching portal than they can save their times. Similar to previous two hypotheses, the third hypothesis faced the same fate. It shows there is significant relationship/ association between saving the time of graduates while searching for jobs.

The fourth model of this study is related to problem faced by graduates in search of jobs. The results presented in table show that job categories, job search awareness and job searching are significantly affecting graduates' awareness in the job search. Where the probability of the faced problem increases with increase of the job sites. The odds ratio of the faced problem is 5.69 times with the job sites. Similarly, the odds ratio of the facing problem by the graduates is 0.15 times and 0.26 times with the marital status and relative job description respectively. It mirrors that the fourth hypothesis is also rejected in case of problem faced by graduates in search of job.

The fifth model in the above table shows that the present job search depends significantly with the job categories, qualification and job searching. The fifth model shows that the odds ration of the present job search is 3.10 times with the interview method whereas 2.70 times with the job categories qualification. Similarly, the odds ratio of the present job search is 4.20 times with the job searching. The fifth hypothesis is rejected as there is no significant relationship/ association between the present job search depends with the job categories, qualification and job searching.

4. DISCUSSION

This study identifies knowledge and perception of management graduates in relevant job search in Kathmandu valley. According to Tucker et al. [25] a job portal is an online job searching medium that helps applicants find jobs and aids employers in their quest to locate ideal candidates. Ramaabaanu & Saranya [26] stated online job search and e-recruitment are trending around the globe and every kind of organizations these days. This shows job searching is important in every country and Nepal is not an exception. Kumudha & Priyadarshini [27] mentioned that while management graduates look for online recruitment services they generally opt for website usability, attractiveness and friendliness. Whereas, in Nepalese context major factors determining management graduates' perception on job search are: selection process, recruiting method and satisfaction through recruitment. Such determinants were also observed by Bejtkovský [28] in the job search and job selection in students of Generation Y in the Czech Republic in the employer branding process; and Ekanayaka & Gamage [29] in Sri Lankan Job Seeker's Intention to use E-recruitment.

In global context, LinkedIn (98%), Facebook (58%) and Twitter (42%) are mostly used portals for finding and providing jobs [30] while analyzing same scenario in Nepal merojob.com (83%) is found to be widely used portal by graduates followed by jobjee.com and growth sellers. In the context of Nepal, 19.2 percent youths are unemployed which is very high compared to national unemployment rate (2.7%) which have created negative perception on job search among graduates. However, the perception of graduates can be improved by creating favorable and user friendly portals where graduates can conveniently apply for the job. Similar matter is discussed by Mansourvar & Yasin [31] that employment mobility can be improved by providing online job offer services. As Kuhnen [32] self-selection of position by candidate themselves via different search provides better qualified and self-esteemed manpower to the organization. But, in Nepalese context, Dixit et al. [33] urged that level of unemployment seems to be increasing with level of education. Interestingly, in this study it was found that with 26.1 percent, unemployment among university graduates is more than three times higher compared to 8.2 percent of youth without schooling.

It was found that there are many job portals and recruitment companies inside the Kathmandu valley and maximum people are aware about the services but not utilizing properly because the services being provided are not effective as per the graduates' job search [34]. Due to the limited time period this study covers only primary survey, the improvement of recruitment companies and the more perception of different faculty of students can be analyzed by the secondary data survey as well. So, future researchers can analyze the secondary data to make clear on the proper demand and supply of the company needs and the job seekers' needs. This study has been only carried out from the perception of MBA graduates and only from the job seekers' side not from the company side. So further analysis can be made from the side of employers and graduates of other faculties as well. The utilization of the job portals are ineffective in serving the services has been analyzed and the recommendations are given for the improvement and proper management of the job portal should be effective to expand outside the Kathmandu valley.

5. CONCLUSIONS

The research is about the perception of MBA graduates on job search inside Kathmandu valley. The general objective of the study is to examine the perception of management graduates in relevant job search in Kathmandu valley. From the study and data analysis still many people are facing employment problems due to their qualification and unmatched job offers by the companies. From descriptive and inferential analysis this study finds that due to the improper management of job portal and the recruitment companies, many students are facing problems in job searching. The modern recruitment has been adopted but not implemented properly where it seems that, there are skills miss-match between job seekers and employers. The academia should focus in soft skills required for the employment market along with their academic excellence. Also, adoption of new technology by reducing the traditional technology can improve the recruitment process can create a maximum job placement in the country. This study brings some recommendation for the enhancement of the perception of graduate job search among MBA graduates. They are enhancement of effective communication, focusing on the internet recruitment channels, promotion of recruiting firms, providing training for applicant by

Recruitment Company and focus on college recruitment.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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