

“Impact Analysis of Faculty Job Satisfaction on Boosting Students Enrollment in Higher Education Institutions” A Case Study

Sukanya Roy

Faculty of Commerce, Seth Shri Gangadhar Shiv Bhagwan Patwari College
E-mail: nandiniroy.t@gmail.com

Abstract—Education of a nation is one of the foremost and basic requirements and it is considered to be the backbone and the major contributor in national and economic development. It's a student-centric service sector which is administered by teaching and non-teaching employees of the school and colleges. Most of the higher educational institutes suffer from acute shortage of faculty and due to lack of adequate employee benefits in teaching profession leads to student dissatisfaction in colleges of Jhunjhunu district. This research article investigated the impact analysis of faculty job satisfaction on student enrollment in higher education institutes in Jhunjhunu (Rajasthan). The sample of the study was taken 200 which were collected from both teaching staff and students from various departments and colleges, two sets of questionnaire were prepared for the collection of data which were tabulated and analysed by Z-test. The result indicated that in today's fast changing economy faculty members thrive for professional growth, development, job security and to secure better position in the future. Salary is not the important motivator of the faculty members and secondly it shows that there is a positive correlation between faculty job satisfaction and student satisfaction which boosts the students enrollment in higher educational institutes.

Keywords: Faculty job satisfaction, student satisfaction, educational institute, Education, Lecturer

1. INTRODUCTION

Education word originated from the Latin word which means to "nourish". Education is vital to the human resource development and empowerment in the stage of growth nation. India has the largest higher education in the world about 25.9 million students enrolled in more than 45,000 degree colleges. The education market in India which is presently worth around Rs 5.9 trillion, due to the growth advantage education sector has received no. of investment from several foreign organizations. The education sector in India has attracted FDI. The wealth or poverty of the nations depends on the quality of higher education (Malcom Hills). Degree and Post Graduate and other professional Colleges are the part of the higher education system which determine the career paths of the students and in turn the future of the country. Students, parents, teachers and other staff of the colleges are the

stakeholders of these higher institutions and colleges. Faculty members, the eighty percent of the human resource of any educational institute have the potential and power to transform the future generation of the country.

The importance of this research paper is divided into fold, firstly to identify the factors of faculty job satisfaction and student satisfaction and secondly it examines the role of faculty job satisfaction which boosts the students enrollment in higher educational institute in Jhunjhunu.

According to Nancy C. Morse (1997) "Satisfaction refers to the level of fulfillment of one's needs, wants and desires. Satisfaction basically depends upon what an individual wants from the world and what he gets. Employee satisfaction is a measure of how happy workers are with their jobs and working environment. Quality in teaching and learning can only be enhanced if the faculty members are satisfied and content (Chen et al. 2006). and the health of an educational institution depends on the job satisfaction of its employees.

The most important product of educational institutions is a qualified and satisfied student; the second concept under study in the research. Students' satisfaction surveys are important in ascertaining whether colleges and universities are fulfilling their mission. Satisfied students are more likely to be committed and continue their studies (as measured by a higher retention rate) than unsatisfied students, who are likely to be less willing to regularly attend classes, and are more likely to quit their studies and colleges (Jamelske, 2009; Borden, 1995). The main purpose of this study was to identify the factors that contribute both faculty and student satisfaction and which leads to attract students in higher educational institute in Jhunjhunu. The research and findings may benefit for both the educational institute and students, this study helps to know the level of faculty job satisfaction and student satisfaction. These findings may also be useful to the students who want to join professional courses and other higher courses in Jhunjhunu.

2. OBJECTIVE OF STUDY

The present study shed light on the following research question:

- a) To study the level of faculty job satisfaction of higher educational institute.
- b) To establish the importance of having satisfied faculty employees and its role in over all students satisfaction.
- c) To study the importance of satisfied faculty leads to attract students in educational institute in Jhunjhunu.
- d) To Study the level of students satisfaction of higher educational institute.

Scope Of The Study : This study emphasis in the following scope.

- a) To identify the employees level of satisfaction upon that job.
- b) This study is helpful to that organization for conducting further research.
- c) It is helpful to identify the employer's level of satisfaction towards welfare measure.
- d) This study is helpful to the organization for identifying the area of dissatisfaction of job of the employees.

3. LITERATURE REVIEW

The present study examines the faculty job satisfaction boost students to enroll in higher educational institute, though the nos. of studies have been conducted in the field of education/academics but few have been undertaken to study the positive/direct correlation between faculty job satisfaction and students satisfaction which leads to attract the students in the enrollment of the higher educational institute. Locke & Lanthar's 1976 defined job satisfaction as a pleasurable or positive emotional state resulting from the appraisal one job experience, Bulent Aydin, Adnan Ceylan 2008 explained that employees are more loyal and productive when they are satisfied, Daisay Ofo Suhene Kwenin 2013 state that job satisfaction and favorable human resources policies have a positive link with retention of the employees. Teacher job satisfaction is often cited and rendered important in both research on teacher attrition and teacher retention (Roach, 1991; Voke, 2002; Stockard & Lehman, 2004). Researchers and scholars have tried to understand the high teacher turnover rate among beginning teachers by investigating the reasons and causes behind both teacher retention and teacher attrition (Connolly, 2000; Ingersoll, 2003; Ingersoll & Smith, 2003; Howard, 2003; Inman & Marlow, 2004; Heller, 2004; Stockard & Lehman, 2004). It must be taken into account that the source of job satisfaction is not always salary; but also the job content and context, that generates from working environment, management style, interpersonal relationship and organizational culture. Non-salary incentives like early promotion, research allowances, more frequent leaves of

absence, and reduced teaching loads (Bowen & Sosa, 1989) can also help recruit and retain faculty without raising salaries. Hughes (1991) in his research found professional growth as fundamental motivators and component of teachers career development that gives them effectiveness and satisfaction in teaching. Teacher job satisfaction is frequently associated with burnout, work quality and professionalism. A study by Gill (1992) reported that six of the top seven reasons for faculty departing were intangible benefits such as research opportunities; higher compensation levels increased the retention of assistant and associate professors, but had no effect on retaining professors. For the purpose of understanding how higher education institutions can retain women faculty members, Wenzel and Hollenshead (1994) studied attitudes of tenured women faculty and identified blocked career opportunities, receiving disrespectful treatment, insufficient personal or financial support, mismatched personal and institutional goals as negative aspects of the university work environment that influenced faculty attrition. Likewise, Lynn (2002) supported the idea that educational leaders should provide professional learning and growth opportunities in order to motivate teachers and to enhance their performance.

College students' satisfaction has been conceptualized by researchers in various ways as "satisfaction with college experience" (Elliott & Healy, 2001; Peters, 1988; Billups, 2008), "satisfaction with quality of instruction" (Aman, 2009), "satisfaction with advising" (Corts, Lounsbury, Saudargas, Tatum, 2000; Elliott, 2003; Olson, 2008; Peterson, Wagner, and Lamb, 2001), "satisfaction with assessment" (Kane, 2005; Ross, Batzer, & Bennington, 2002), "satisfaction campus-wide" (Benjamin & Hollings, 1997), and "satisfaction with an academic department" (Corts et al., 2000). Quality in higher education means enabling students to achieve learning goals and academic standards in effective educational environment (Venkatraman, 2007). Quality in teaching and learning can only be enhanced if the faculty members are satisfied and content (Chen, 2006). In order to make students understand the value of their education and make them satisfied with their overall experience, satisfied faculty members are needed. A study by Peng and Samah (2006) that attempted to discover factors of education service contributing the most to students' satisfaction level, identified lecturer and faculty as significant affecting factor. Faculty will be effective and competent in achieving the desired learning outcomes, provided they are satisfied with their profession. When students are satisfied with their faculty and institute; they are likely to become more involved with their studies and give better results and it also attract the students to enroll in higher educational institute.

4. RESEARCH METHODOLOGY

Research Design : A descriptive research design has been applied, which is also known as statistical research which describes data and population that has been studied.

Sources Of Data: For the need of research both primary and secondary were used while conducting the research. Primary data was collected from important sources of educational institute, faculty members and students, which has been collected thru Questionnaire. Secondary data has been collected thru Journal and Websites

5. DATA COLLECTION TOOLS

Structured interview and two separate self completion questionnaire were designed; one for faculty members and other for students has been prepared. A pilot study was carried to test the reliability for the self developed scales

6. SAMPLING METHOD

Under the probabilistic sampling method, stratified sampling was done.

7. SAMPLE SIZE

Sample sizes of 200 employees and students were taken from various departments and colleges are taken for research purpose.

8. STATISTICAL ANALYSIS

Statistical analysis was based on average (Mean) and standard deviation for data analysis .

Faculty job satisfaction was measured on following factors : a) Job security b) Professional Development and Growth c) Teaching climate d) Institutional culture and values e) Employment conditions.

Student Satisfaction was measured on following factors : a) safe and environmental friendly campus b) Lecturer good teaching ability c) Faculty leaving during an academic year d) Campus interview and placement e) welfare activities for students like Training, workshop and seminar programmes for students.

9. RESULTS & FINDINGS

The survey was conducted in every education institutes in Jhunjhunu district affiliated to the University of Rajasthan. Profile of the respondents includes Professors , Associate Professors, Assistant professors, counselor and Students.

Finding related to Faculty members: Out of 100 questionnaires distributed to faculty members (100%respondents rate by returning completely filled questionnaires.)

Demographic of the respondents show that 50%were female faculties, 70% persons respondents represent young faculty belonging to the age group of (26-35 yrs,30% had teaching experience have less than (1-3years) 5%person had more than 15 years teaching experience, around 60% faculties were working on contract basis.

Faculty job satisfaction in education sector

This part discusses the respondents’ overall perception of employee job satisfaction in Education sector its consist of following factors a) Job security b) Professional Development and Growth c) Teaching climate d) Institutional culture and values e) Employment conditions. The findings are presented in frequencies and percentages.

Factors influencing job satisfaction	Mean
1) Job Security	22.82%
2) Teaching Climate	62%
3) Professional Development &Growth	24.38%
4) Institutional culture and values	60.40%
5) Employment Conditions	56.20
Average	45.16%

Overall level of faculty satisfaction in colleges of Jhunjhunu(45.16 %) which is not satisfactory. High level of dissatisfaction shows in the area of Personnel development and job security .

Findings related to Students: 100 Questionnaire were distributed to students from various departments and colleges of education institute in Jhunjhunu Affiliated to the University Of Rajasthan (100% respondents rate by returning completely filled by questionnaire)

Demographics the respondents shows that 60%percent of the students pursuing general courses (undergraduate and post graduate courses) and 40% of the students pursing professional courses like Engineering, MBA, Nursing ,Law & Other Technical Courses.

This part discusses the respondents’ overall perception of Students satisfaction which is measured in following factors a) safe and environmental friendly campus b) Lecturer good teaching ability c) Faculty leaving during an academic year d) Campus interview and placement e) welfare activities for students like Training, workshop and seminar programmes for students. The findings are presented in frequencies and percentage.

Factors Influencing Student	Mean
a) Safe & Environmental Safe & Environmental Friendly Campus	64%
b) Welfare activities like Training, workshop and Seminar Programmes for Students	30%
c) Campus Interview and Placement	48%
d) Lecturer Good Teaching Ability	54%
e) Faculty leaving during an Academic Year	24%
Average	44%

Overall level of student satisfaction in educational institute in Jhunjhunu (44%) which is not satisfactory, High level of students dissatisfaction shows in the area of welfare activities and Faculty leaving during an Academic year

10. CONCLUSIONS

It can be concluded that salary is not the prime motivators for faculty job satisfaction, in today 's economy scenario faculty members are thrive for professional growth and development, this is an agreement with Fuhrman (2006) study stated that money is an influential factor but in every stage money cannot increase motivation of each worker. Salary does not provide adequate recognition.

Lack of Professional development and Growth , Job security is the prime cause for the employment dissatisfaction.

In table 2 Overall student satisfaction shows that there is a lack of Training Workshop and other welfare activities in higher educational institute of Jhunjhunu, secondly it shows that 24% of the employee leaving the organization within an academic year ,although 54% respondents shows that faculty have a good teaching ability still there is a high turnover rate of the faculty in educational institute.

The findings of the research paper propagates that there is a strong positive correlation between employee satisfaction and students satisfaction. So, the management of the educational organization treat and manage employee (faculty) and students together not as a separate entity. A satisfied faculty is source of student satisfaction for this faculty need to be satisfied. According to Price et al (2003) the reason where students, select particular education institute which provide a right course, good teaching reputation ,lack of employee turnover rate, safe and environmental friendly campus ,welfare activities for the students like training workshop and seminar programmes for students. Students perception of a education institute facilities are one of the main influence on their decision to enroll to any colleges and which leads to attract students in growing competition of educational institute .

11. RECOMMENDATIONS

Based on this study and analysis of factors affecting Faculty Job satisfaction and students satisfaction . This paper makes the following recommendations to the policy makers and the principal of the educational institute.

- To provide the best professional development culture to the faculty which is an important contributor to the job satisfaction.
- To provide the better research support and facilities to the faculty of various departments.
- To provide the better job security to the Faculty
- Create favorable work conditions for the faculty, like fair promotion policy ,salary and leave benefits and to build good interpersonal environment within company.
- Create favorable welfare activities for the students which groom the students professionally in their respective field.

- To reduce the faculty turnover rate which leads to hamper the students academic performance and slows down career graph in their respective field.

12. LIMITATIONS

The major limitation of this study owing to the small sample size and the study area being limited only to the Jhunjhunu district in Rajasthan.

13. FURTHER RESEARCH

For further research a model which focus on how to retain and attract talented faculty, apart from this further research could be focus on the comparative study employee satisfaction of the teaching and non teaching staff of the the government and privates colleges.

14. AUTHOR NAME AND AFFILIATION

Sukanya Roy, Research Scholar in Management from Jhabarmal Tibrewala University, Jhunjhunu (Rajasthan) and also a faculty member of Commerce Dept, Seth Gangadhar Shiv Bhagwan Patwari College.

REFERENCES

- [1] S.M Abbas, Vandana Premi , Anat Jyoti ,Job satisfaction in management faculties of a metropolitan and proximate area a study on private colleges, International Journal in Commerce and management 3[4].2010 11-22
- [2] Muhammad Imran, Rasheed , Hassn Danyal Adam, Shakeel Sarwan 2010. Motivational issue for teachers in higher education: A critical case of IUB journal of management research 2[2].1-23
- [3] Gary w Davud. S and Derek Z academic preparation effort and success. a comparison of student and faculty perception .educational research quarterly 29[2], 2005 29-36
- [4] Paul D. Umbach Mathew R Wawrzynski. The role of college faculty in student learning & engagement, Research in higher education 46[2].2005 153-184
- [5] Yousef mehdipour, Hamidah Zarehkafi " student satisfaction at Osmania university", International journal of advancement in research and technology vol 2.2013[233-239]
- [6] Mosammod Mohamuda Parvin, N M Nurul Kabir "Factor affecting employee job satisfaction of pharmaceutical sector ,Australian Journal of business and management research vol 1 2011[113-123]
- [7] Price I Mantzdof F, Smith L and Agahi H (2003) "The impact of faculties and student choice of university vol 21 no 10[212-22]
- [8] Salomon M.R (1991), Consumer behaviour buying having and geing Allyn and Bacon M.A.
- [9] Xuong -Kiet Vuong and Minh Quang Duong " A comparison of job satisfaction level between male and female faculty at the Vietnam national university of ho chi ming city, Asian Journal of humanities and social sciences vol 1 nov 2013 [10-19]