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# AN EXPLORATORY STUDY ON CHALLENGES FACED BY COMMERCE GRADUATES IN EMPLOYABILITY (JOB OBTAINMENT)

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### Keywords

Employability,  
Job Obtainment, Exploratory,  
NVIVO,  
Word Cloud,  
Text Mining.

### Abstract

Employability is the capacity of people to find and keep jobs based on their education, skills, and ability to adjust to the demands of the labor market. The process of finding employment that fits one's skills and professional goals is known as "job obtainment." The growing discrepancy between the academic qualification of commerce graduates and industry standards, which impacts their employment prospects, is what spurred this study. The study explored the challenges faced by commerce graduates in employability (Job Obtainment). The technique used in the current study is Text mining using the qualitative tool NVIVO 12. The findings of the study indicated that the major challenges faced by Commerce Graduates in Employability are the Skill gap, Inability to Adapt to Changing Job Roles, E-commerce Skills, Lack of Practical Experience, and Poor Soft Skills. Moderate challenges are Limited Digital & IT Knowledge, Intense Competition, Less Confidence in Interviews, and Lack of Technology skills and minor challenges are Limited Industry-Specific Training, Over-Reliance on Academic Degrees, Fear of Taking Initiative, and Insufficient Networking.

## 1. INTRODUCTION

India faces numerous challenges, and one of the most significant ones is the unemployment problem. The condition of not having any chance to make a living is known as unemployment. It occurs when young males who are cognitively and physically capable get involved. After completing their training

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or education, they are unable to obtain employment. There was not much of an unemployment issue in the beginning. The majority of people lived in villages and made their living from agriculture. The introduction of machines with contemporary technology, however, has changed the nature of work as a result of industrial civilisation. In our nation, the number of young people without jobs has already reached a concerning level and continues to rise annually. Many young people are willing to work yet find no opportunity for employment. The reasons behind unemployment could be the primary causes of the issue are the population boom and the dearth of technical and vocational education. Finding a job is proven to be influenced by education and training. People with less education are less likely to find work than those with more education, regardless of gender. (Mohapatra, & Meher, 2018). Education is important in the Indian context for landing a job. Gaining more education has a direct impact on one's ability to find new employment opportunities. Many positions in India have minimal educational qualifications, and it can be challenging to apply for a job without them. Education is more than a piece of paper that merely shows our degree of education; the time we spend in high school, college, or graduate school aids in the development of both fundamental and sophisticated abilities. Employers and workers in both developed and developing nations have turned their attention to the idea of "employability skills." Over the past 20 years, definitions of employability have changed from demand-led skill sets to a more holistic view of "graduate attributes," such as "softer" transferable skills and person-centered qualities, to be developed in conjunction with subject-specific knowledge, skills, and competencies.

Employability skills, which can be divided into many categories, are the set of abilities, traits, and knowledge required to be hired for a position. Soft talents, hard skills, leadership skills, creativity and invention, and interpersonal skills are some of these areas. Soft skills include problem-solving and decision-making abilities, leadership abilities, teamwork abilities, and communication abilities. Professional expertise, technical proficiency, data analytics, language proficiency, and aptitude for math and science are examples of hard talents. Interpersonal abilities include social intelligence, networking, data analytics, dispute resolution, and interpersonal skills. The next category is creativity and innovation, which includes adaptation, creative thinking, and creativity. Last but not least, leadership abilities include planning and goal-setting, inspiring and motivating groups, making decisions, and managing effectively. (Guo, Mengke. 2023).

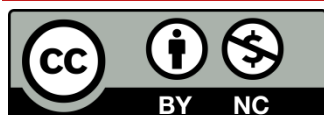
## 2. REVIEW OF LITERATURE

### 2.1 Kamble, S., & Pandey, S. (2021).

The goal of the study was to investigate how curriculum revisions that match education to labor market demands help Tanzanian graduates who face employability issues. By guaranteeing that education stays relevant to the demands of the labour market, the study discovered that curriculum modifications greatly increased graduates' employability. In response to the demands of the workforce in the twenty-first century, these reforms improved skill development and fostered global capabilities. The design of successful curriculum revisions was found to require ongoing needs assessment.

### 2.2 Guo, Mengke. (2023)

The study looked at the importance of hard skills, soft skills, leadership, creativity, and interpersonal skills in obtaining a job to assess graduate employability. According to the report, graduates' lack of industry alignment and skill gaps caused them to encounter several employment issues. Innovation, soft skills, and interpersonal skills were vital for landing a job, but they were frequently neglected.



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### 2.3 Bhatnagar, N. (2021)

This study aims to review academic studies on skill gaps and employability in Master of Business Administration (MBA) programs in India. Apart from technical abilities and talents, employers also look for other employability-related qualities including communication, emotional intelligence, critical thinking, problem-solving, and interpersonal skills. Communication is a crucial ability that is often mentioned in the literature.

### 2.4 Mohapatra, & Meher, (2018)

The study sought to determine the difficulties Sagar City, Madhya Pradesh, and commerce graduates encounter in finding work and to investigate employment prospects across various educational levels. It also aimed to draw attention to the necessity of developing skills outside of the classroom. According to the report, graduates in commerce had trouble finding employment because of a lack of industry exposure, skill gaps, and a lack of knowledge about available career paths. Many students thought that earning a degree like a 12th commerce, B.com., or M.com. was enough to get a job.

### 2.5 Arun and Punj (2016)

The authors have outlined the reasons for India's young unemployment crisis in this article. The fundamental issue, as the writers have noted, is that job seekers are qualified for positions but lack the necessary skills. The authors also point out that although new hires receive specialized training, only a small percentage of them are qualified for the position. In addition, there is a growing number of applicants, which has led to an increase in unemployment.

### 2.6 Batra and Deka (2016)

The notion of "Make in India," which Prime Minister Modi launched on September 25, 2014, has been attempted to be portrayed by the authors of the research report. Here, the writers paint a picture of India's underemployment and unemployment. This paper's goals are to examine how the Make in India program affects employability and determine whether or not skill development initiatives will contribute to closing the skill gap between the workforce's current and needed skills in India.

## 3. OBJECTIVES OF THE STUDY

- (I) To explore the challenges faced by commerce graduates in employability (job obtainment)
- (II) To provide suitable suggestions for overcoming the identified challenges.

## 4. METHODOLOGY

**Table 1:** Research Methodology

|                        |                                                               |
|------------------------|---------------------------------------------------------------|
| Research Design        | <i>Qualitative and Exploratory</i>                            |
| Research Approach      | <i>Inductive Approach</i>                                     |
| Data Collection Method | <i>Face-to-face interviews</i>                                |
| Sample Size            | <i>90 Hospital Administrators and Managers</i>                |
| Location               | <i>North Mumbai Region</i>                                    |
| Sampling Technique     | <i>Non-random Convenience Sampling</i>                        |
| Analysis Tool          | <i>NVIVO 12</i>                                               |
| Analysis Technique     | <i>Text Mining (Mind Map, Word Frequency, and Word Cloud)</i> |

### Data Analysis and Interpretation:

**Table 2:** Summary table of Challenges faced by Commerce Graduates in Employability



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| Word                                     | Length | Count | Weighted Percentage (%) |
|------------------------------------------|--------|-------|-------------------------|
| Skill gap                                | 8      | 30    | 11.54                   |
| Inability to Adapt to Changing Job Roles | 8      | 26    | 10.00                   |
| E-commerce Skills                        | 15     | 24    | 9.23                    |
| Lack of Practical Experience             | 19     | 24    | 9.23                    |
| Poor Soft Skills                         | 10     | 24    | 9.23                    |
| Limited Digital & IT Knowledge           | 11     | 22    | 8.46                    |
| Intense Competition                      | 11     | 20    | 7.69                    |
| Less Confidence in Interviews            | 10     | 19    | 7.31                    |
| Lack of Technology skills                | 16     | 18    | 6.92                    |
| Limited Industry-Specific Training       | 8      | 15    | 5.77                    |
| Over-Reliance on Academic Degrees        | 12     | 14    | 5.38                    |
| Fear of Taking Initiative                | 4      | 13    | 5.00                    |
| Insufficient Networking                  | 10     | 11    | 4.23                    |

As per Table no: 2 the most frequent keywords generated towards evaluating Challenges faced by Commerce Graduates in Employability are Skill gap with 30 counts and a weighted percentage of 11.54, Inability to Adapt to Changing Job Roles with 26 counts and a weighted percentage of 10.00, E-commerce Skills with 24 counts and a weighted percentage of 9.23, Lack of Practical Experience with 24 counts and a weighted percentage of 9.23, Poor Soft Skills with 24 counts and a weighted percentage of 9.23, Limited Digital & IT Knowledge with 22 counts and a weighted percentage of 8.46, Intense Competition with 20 counts and a weighted percentage of 7.69, Less Confidence in Interviews with 19 counts and a weighted percentage of 7.31, Lack of Technology skills with 18 counts and a weighted percentage of 6.92, Limited Industry-Specific Training with 15 counts and a weighted percentage of 5.77, Over-Reliance on Academic Degrees with 14 counts and a weighted percentage of 5.38, Fear of Taking Initiative with 13 counts and a weighted percentage of 5.00 and Insufficient Networking with 11 counts and a weighted percentage of 4.23

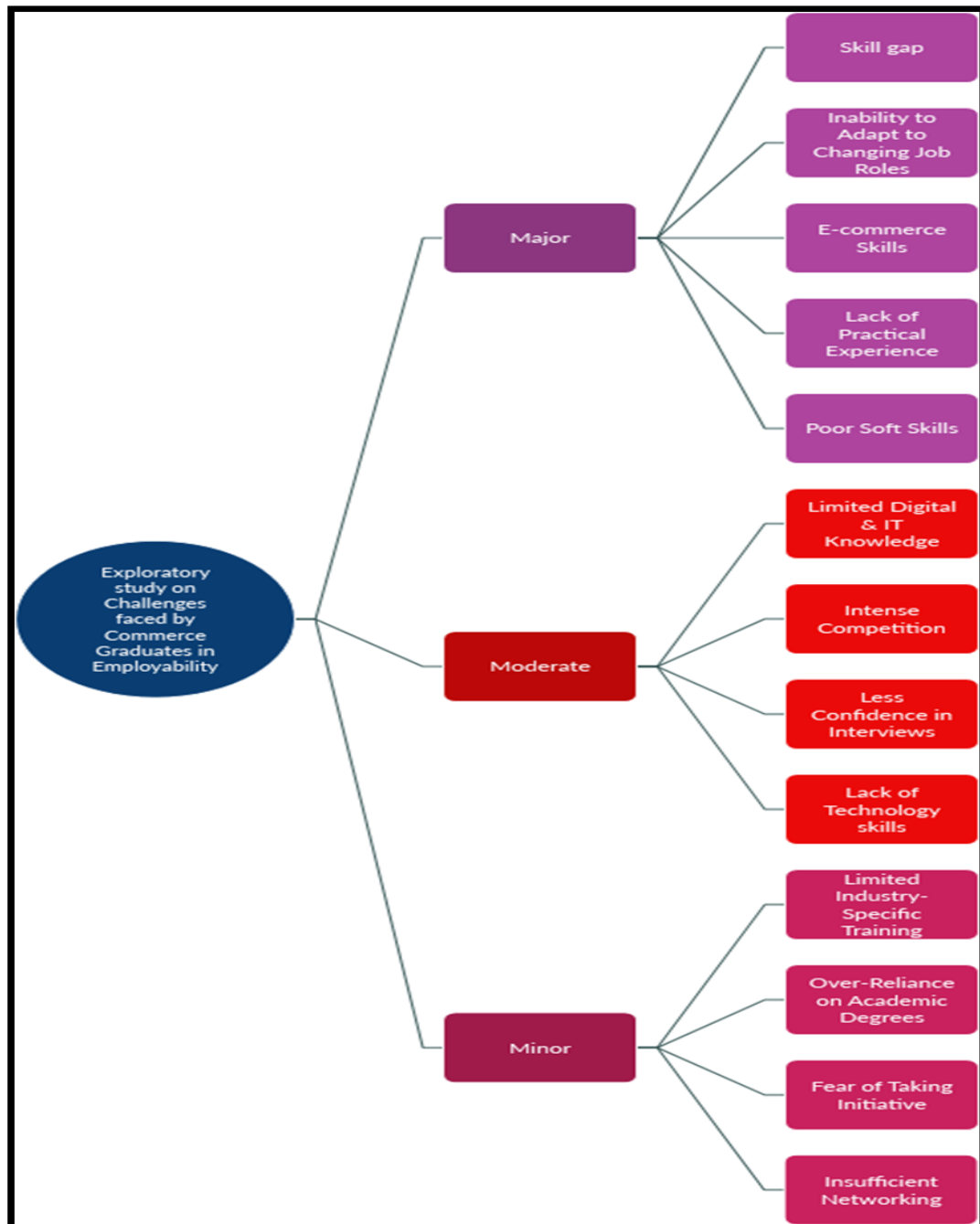


Figure 1: Word cloud

A word cloud is a visual representation of text data where terms are represented by their size, with larger words signifying more frequent keywords. It makes it easier to find key themes or phrases in a

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dataset quickly. According to Figure No. 1, it is evident that the major challenges faced by Commerce Graduates in Employability are the Skill gap, Inability to Adapt to Changing Job Roles, E-commerce Skills, Lack of Practical Experience, and Poor Soft Skills. Moderate challenges are Limited Digital & IT Knowledge, Intense Competition, Less Confidence in Interviews, and Lack of Technology skills and minor challenges are Limited Industry-Specific Training, Over-Reliance on Academic Degrees, Fear of Taking Initiative, and Insufficient Networking.



**Figure 2:** Mind map

As per Figure no: 2 it is seen that the major challenges faced by Commerce Graduates in Employability are major challenges faced by Commerce Graduates in Employability are the Skill gap, Inability to

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Adapt to Changing Job Roles, E-commerce Skills, Lack of Practical Experience, and Poor Soft Skills. Moderate challenges are Limited Digital & IT Knowledge, Intense Competition, Less Confidence in Interviews, and Lack of Technology skills and minor challenges are Limited Industry-Specific Training, Over-Reliance on Academic Degrees, Fear of Taking Initiative, and Insufficient Networking.

## 5. CONCLUSION

The analysis emphasizes how difficult it is for recent graduates in commerce to find work, mostly because of skill shortages, a lack of real-world experience, and a lack of flexibility in changing job responsibilities. Although significant obstacles like a lack of soft skills and e-commerce expertise make them less employable, intermediate difficulties like a lack of digital skills and fierce competition also affect their ability to get employment. Minor issues like inadequate networking and an over-dependence on academic degrees also hinder their employment opportunities. A systematic method is needed to address these problems and close the gap between industrial expectations and academic learning.

## 6. SUGGESTION

Educational institutions should incorporate industry-oriented skill development programs, internships, and hands-on training into their curricula to improve the employability of commerce graduates. Digital literacy, e-commerce expertise, and enhancing soft skills like problem-solving and communication should be prioritized. Programs for career counseling and mentoring might help students become more self-assured and flexible. Companies can also help by providing opportunities for upskilling and organized onboarding programs. Building a networking culture and promoting attendance at industry workshops are two other ways to get commerce graduates ready for the competitive job market.

## 7. AUTHOR(S) CONTRIBUTION

The authors agreed to have no connections or engagements with any group or body that provides financial and non-financial assistance for the topics and resources covered in the article.

## 8. CONFLICT OF INTEREST

The authors declared that no potential conflicts of interest concerning the research, authorship, and/or publication of this article.

## 9. PLAGIARISM POLICY

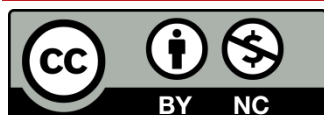
The authors declare that any kind of violation of plagiarism, copyright, and ethical matters will be handled by all authors. Journalists and editors are not liable for the aforesaid matters.

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The author(s) declares that the study do not involve any financial aid /support from any private or government organization.

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