

The influence of graduates professional experience over general business perception

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This paper aims to analyze the perception organizations identify the usefulness of internships and level of employability of graduates as part of a strategy for sustainable development both universities and the business environment. The goal of this study is to analyze companies on the Romanian market perception of internships and level of employability of graduates. For that purpose a exploratory quantitative research was made, questionnaires distributed to 40 legal entities. Among the results of the research we found out that perception of utility organizations identify internships and degree of employability of graduates is part of a strategy for sustainable development both universities and the business environment. In this way it is a real connection between the current and the future requirements of a modern society. For companies and universities to achieve their objectives is necessary the dialogue between them take place continuously. Both universities and companies need to understand better idea of partnership materialized through better design of curricula and through an open attitude towards the organization of internships.

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Introduction

Marketing application in the field of education

70s were marked by the adoption of marketing and services, accelerated by the competitive process, which is currently the most dynamic marketing (Balaure et al, 2002). Relevance of educational marketing is based on the interest of educational institutions for the use of specific methods and tools, designed to solve problems and increase their performance. Educational marketing name was used for marketing activities in the field of education and it is a component of social marketing, defined designed, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications, distributions and marketing research. (Kotler, Zaltman, 1971).

Marketing shaping the field of science should independently associated with increasing development of private alternative to the education and training of the population, mainly young (Naude, 1999). The author believe that for any organization including educational institutions, introduction of marketing is to create a mutual value exchange process, both value and customer satisfaction.

A complete definition of this concept include educational marketing process as one of analysis, planning, implementation and control of programs designed, capable of making voluntary changes values in accordance with target market so as to meet the objectives institutional (Kotler and Fox, 1995) In their vision, educational marketing involves designing for institutions to meeting the needs and wants identified effectively market and use price, communication and distribution to inform, motivate and serve the market. In other words, educational

marketing involves human activity or system activities by educational institutions or state or private, through teachers, focused on meeting the needs of consumers (students) actual and potential. Educational marketing aims to continuously explore the environment in which it operates education system to predict the future actions of the socio-economic environment facilitating the connection of this work to present and future requirements of society. Thus, in order to survive and develop, schools must have their own marketers, their marketing plans(Andreasen, 1994). Need to address educational activity in a marketing perspective is determined by the similarities it has with the economic activities of the service benefits

The relationship between social responsibility of companies and marketing education has been addressed in the literature (Christensen et al, 2007). Thus, education academic programs must be developed according to two major directions:

its role in developing ethical society (own CSR);

to minimize destructive effects on the environment and conservation of the resources (own sustainable management)

A relationship between CSR, corporate identity of the organization and development of ethics education has been demonstrated. In the climate where firmly CSR and ethics is placed in the social and political environment, the concept of cultural identity can be seen largely as a manifestation of CSR and ethics at this point in time (Cornelius, Wallace, and Tassabehji, 2007) .

Research methodology

This paper aims to analyze the perception organizations identify the usefulness of internships and level of employability of graduates as part of a strategy for sustainable development both universities and the business environment.

The goal of this study is to analyze companies on the Romanian market perception of internships and level of employability of

graduates. For that purpose a exploratory quantitative research was made, questionnaires distributed to 40 legal entities (the company that made or done currently internships or internship sites in partnership with the Academy of Economic Studies). Most companies surveyed are in Bucharest. Of the 40 companies, only 24 wished to participate in this survey. In this paper we analyzed the data obtained through the questionnaire, and we finished with the conclusions and recommendations for the future.

Objectives

Analysis internship importance for companies;
Determination the way in which companies are interested in internships;
Analysis of the relationship between companies and universities;
Studying companies perception regarding internship period, the progress and evaluation;
Determine the most important reason companies involved in organizing internships for students;
Identification interest to companies employing graduates in economics who applied for an internship;
Determination of the main difficulties in implementing internship;
Determination of the main reasons why companies are involved in organizing internships for students;
Analysis existence of a person with direct responsibilities regarding coordination of the internship students;
Analysis of corporate perception of graduates activities in their positions after hiring;

Research results

Firms are interested in organizing student internships required in various forms, of which the most common is accepting applications from students coming directly. 33% of companies surveyed say that

organizes regular internship sites or have developed their own forms of selection of students, while an average of less than 29% is represented by companies that have signed cooperation agreements with partner university. Most companies surveyed (66.7%) consider internship students as important or very important for business while 29.2% of the companies consider students' practical training rather important.

Although all companies surveyed have held internships or received internship students for making the results regarding the relationship business – education environment are not entirely positive. Only half of the companies surveyed appreciated the relationship with faculties who worked as a good / very good (66.7%), while 33.4% of companies consider that relationship is not very good .

There is a real difference of opinion with the organization of business practice in universities. Most companies surveyed (58.3%) believe that the allocation of 90 hours of practice are not sufficient to prepare a future employee, while only 37.5% of companies agree on the number of hours spent in internship universities

However, the majority of companies surveyed (67%) agree with the manner of conducting practical activities at the end of the semester. A smaller percentage but quite significant is represent by the companies that expressed disapproval of the conduct of business practice. Also, 71% of companies who responded to this survey agree with completion practices by a colloquium held at the end of the semester while only 21% disagreed and the rest of communicating that do not know (8%)

To properly analyze the perception of corporate internships for students, we tried to identify their motivation regarding organizing internships. 75% of companies who responded to this survey say that is involved in organizing internships for students' future selection of competent employees9% of companies say that the reason for this involvement is the participation of students from various seasonal

activities, while 8% were the main motivation to improve company image through social responsibility programs. Company participation in research contracts and facilitate students' access to information necessary for license in a controlled manner represent the motivation to 8% of companies surveyed.

Regarding the capacity of these companies to organize internships, it appears that most companies (20 of 24) were a person (tutor) that deals directly from coordinating student during the internship.

It is important to know which is the main difficulty in implementing internship. Most of the respondents (41.7%) believe that the main difficulty is the low skill level of students. 25% believe that universities do not offer specializations required by the company and 25% consider that insufficiently the number of the employees working with students. Regarding the difference of 8.3%, it is the companies who believe that problems in implementing internship may have the following causes: bureaucracy, low interest student for internships..

In order to analyze the impact on business internship, check the companies hiring the students were conducted undergraduate education in economics, in the last five years: 91.7% of companies surveyed responded affirmatively, while only 8.3% gave a negative answer.

Regarding the main selection criterion for hiring graduates who have applied, 50% of the companies who participated in this study was the argue that previous experience is requested, 16.7% believe that the knowledge gained was an underlying factor, 16.7% say that making internships played a key role, while only 8.3% consider diploma in applied field that is the main factor in the hiring decision. Two of the companies surveyed argue that the hiring decision was mainly influenced by the student's ability to adapt to the work environment and professional skills and personality of students. Given the high percentage of companies that supported employment that were made in the company, as a result of the internship, is important to know

how students work is appreciated by company after employment. Most firms consider that the activities of the students in their positions is good or very good while only 12.5% have a bad opinion about the student results activities.

Conclusions

We conclude that educational marketing becomes every day more and more a necessity. The existence of a marketing department in every school may be evident with other factors cause institutions to facilitate modernization and most importantly improve the quality of services.

The first hypothesis that the majority of companies consider important the internship, is valid, 41.7% choosing this option and another 25% considering it very important. Another conclusion to be drawn and which is also in accordance with the assumptions set is given by the fact that companies show their interest in organizing internships accepting requests coming directly from the students and their overall academic relationship is good .

One of the research assumptions that was not validated is related to the internship period. Thus, although performing companies agree internship at the end of the semester and the form of examination, they disagree with the period of stage, considered too short for the real needs of companies and students..

Another hypothesis that has been confirmed is that most companies have a person with direct responsibilities in coordinating internship students. These companies are involved in these internships for several reasons but the main reason is to select the most competent students for the near or distant future, they will be part of company personnel.

Another important conclusion was that firms have difficulty performing internships for students because of low level of experience and skill of the students.

Referring to the employment of the previous years, namely the last 5 years we can mention that the research results of 91.7% responded in the affirmative to this question. The main selection criterion for hiring graduates who applied and in accordance with established hypothesis is previous experience.

The last hypothesis was also confirmed refers to how companies appreciate the work of students in the position held by employment. From this point of view, companies appreciate that graduates have a good business and successfully performed their tasks.

For companies and universities to achieve their objectives is necessary the dialogue between them take place continuously. Both universities and companies need to understand better idea of partnership materialized through better design of curricula and through an open attitude towards the organization of internships.

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