

A Study on Skilling and Employment Portal at Entry level IT Jobs

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Abstract

The purpose of this study is to understand the behaviours, decision making, and preferences of students and freshers towards online learning platforms and IT Job placements. Due to the rapid growth of the E-learning industry, with millions of students engaging in online learning platforms to develop their skills, this study analyses the learners' behaviours and the factors that influence their decision to choose a particular learning platform. Survey methodology is used in this study to collect data from a convenience sample size of 101 Respondents. CHI square, Anova, and correlation statistical tools were used in this study to analyse the collected data.

The study's findings show that most respondents are interested in getting an IT job and are willing to learn on an online platform to develop their skills. The majority of the respondents wished to learn from accessible online sources instead of paying for them. Live interaction with the instructor plays a major role in learning, and people prefer Linked In to apply for jobs.

Keywords: Online Education; Skilling; Employment Portal; IT Jobs; Entry Level.

INTRODUCTION

Online learning refers to an internetbbased learning environment that can connect students of diverse backgrounds with willingness

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to learn and develop their skills. The concept of online learning involves using digital technologies and the internet to deliver educational content and instruction to learners. Online learning can be conducted in a synchronous or asynchronous format, allowing learners to participate in live sessions or access course materials at their own pace. The concept of online learning offers a flexible approach to education that can be adapted to the needs of a wide range of learners.

Online learning is designed to overcome the limitations of traditional classroom based instruction, such as time and location constraints, by providing learners with access to educational resources and experts from any where in the world. The concept of online learning is also designed

to encourage learner centered approaches to education, with an emphasis on active participation, collaboration, and self directed learning.

IT job placement refers to the process of matching IT job seekers with suitable job opportunities in the technology industry. It involves various strategies, including job searching and application, networking, and recruitment by employers or staffing agencies. The goal of IT job placement is to find the best possible match between a job seeker's skills, experience, and career goals and an employer's job requirements and organizational culture. Successful IT job placement can lead to fulfilling career opportunities for job seekers and effective talent acquisition for employers in the IT industry.

Types of Online Education:

- *Recorded Video Learning:* This type of online learning involves pre-recorded videos that students can access at any time and watch multiple times, to help them better understand the concepts and materials covered in the course.
- *Gamification Learning:* Gamification learning involves the use of game like elements, such as rewards, points, badges, and leader boards, to engage and motivate students to learn and complete course tasks.
- *Zoom Meeting Learning:* This type of learning involves live online classes or meetings conducted through video conferencing software like Zoom. Students can interact with their instructors and peers in real-time and participate in group discussions and activities.
- *Live session learning:* Live session learning is similar to Zoom meeting learning, but it can also include other types of live sessions, such as webinars, virtual classroom sessions, or live Q & A sessions, where students can ask questions and get immediate feedback from their instructors.

Advantages and disadvantages of online education

Advantages	Disadvantages
• Flexibility	• Limited Social Interaction
• Cost Effectiveness	• Technical Issue
• Accessibility	• Self-Motivation & Discipline
• Personalization	• Lack of Hands-on Learning
• Career Advancement	• Limited Feedback & Support

Online Education Scenario in India:

According to a recent World Economic Forum survey, India has more than 2,000,000 students enrolled in online courses, surpassing the United States in terms of online course enrolment. Reputable institutions provide excellent, accredited online classes, sending top-notch professors and instructors to teach the students.

- Indian students have a great enthusiasm for the idea of internet learning. They have the opportunity to demonstrate their skills and abilities in a sophisticated, interactive setting.
- A high-quality education is now accessible to everyone because of online classes and qualification programmes.

Trends and Future of Online Education and it Jobs

Online Education	IT Jobs
• Hybrid Learning	• Remote Work
• Micro Learning	• Cybersecurity
• Personalization	• Cloud Computing
• Gamification	• AI & ML
• Artificial Intelligence	• Big Data
• VR & AR	• Diversity & Inclusion

Objectives of the Study:

- To understand the psychology of students on developing their skills for an IT job.
- To design the product that suits best for students to learn.
- To understand students experience and difficulties with the online learning platform.
- To Identify the proper channel to engage students.
- To Reduce the cost of hiring and training the freshers for IT job.
- To understand students' preference for institutional learning versus online learning.

Scope of the Study:

- To understand the market before launching the product.
- To formulate the strategy to engage with students.
- To study the behaviour of freshers regarding their career development.
- To understand the requirements of Freshers and Employers.
- To formulate marketing strategy.

Review of Literature

The study examines employer perspectives on IT job placement and recruitment strategies, with a focus on the factors that influence the success of IT job placement and recruitment efforts. The study uses qualitative interviews with IT employers and provides insights into effective strategies for IT job placement and recruitment. The study finds that effective IT job placement and recruitment strategies involve a range of factors, including the quality of job candidate skills and qualifications, the use of effective recruitment channels such as staffing agencies and online job boards, and the importance of employer branding and reputation in attracting top talent. The study also identifies challenges facing employers in the IT job market, such as the competition for top talent and the need for continuous skills development among IT professionals. *John C. Scott and Christina M. R. Heavrin (2019).*¹

The study compares the motivational factors that influence student engagement and success in blended and fully online courses. The study provides insights into the factors that affect students' motivation in online courses and the impact of these factors on learning outcomes. The study finds that both blended and fully online courses can be effective in promoting student motivation and engagement, but that the motivational factors that influence success may differ between the two formats. Key factors that influence student motivation in online courses include the quality of course materials and instructional design, the level of interaction and feedback provided by instructors and peers, and the level of support and resources available to students. *Saideh Shahrzadian and Fatemeh Shahbazi (2020).*²

The study investigates the effect of online social networking on job placement success in the IT industry, with a focus on the use of social media platforms such as LinkedIn and Facebook. The study examines a sample of IT job seekers and provides insights into the role of online social networking in job placement success. The study finds that online social networking can significantly improve job placement success in the IT industry, particularly for job seekers with strong online social networks. The study also identifies factors that influence the effectiveness of online social networking for job placement, including the quality of online social network connections and the relevance of social media content to the job search. *Yijun Zhang and Xiujuan Chen (2018).*³

This study examines the impact of social networking sites on job search behaviors, with a focus on the role of LinkedIn and Facebook in job placement. The study uses survey data from job seekers and provides insights into the factors that influence the use of social networking sites for job placement. The study finds that social networking sites can significantly impact job search behaviors and improve job placement outcomes, particularly for job seekers with strong online social networks. Key factors that influence the use of social networking sites for job placement include the perceived usefulness of social media platforms, the quality of online social network connections, and the relevance of social media content to the job search. *by Taewoo Park and Jihyun Kim, (2018).*

MATERIAL & METHODS

- *Descriptive Research:* Descriptive research designs are used to describe the current state of affairs by conducting surveys and fact finding inquiries.
- *Simple Random Design:* Simple random sampling is a statistical technique used to select a subset of individuals or objects from a larger population in a random manner, such that each member of the population has an equal chance of being selected.
- *Data Collection Method:* Surveys are used to collect data from a large number of participants using a standardized set of questions. Surveys can be conducted in person.
- *Data Collection Instrument: Questionnaire:* A data collection instrument is a tool used in this study to gather data from participants. In this study, a questionnaire is used as an instrument to collect data.

Limitations of Study:

- Population for this study are limited to Students and freshers.
- Due to time constraint the in-depth study could not be conducted.
- Inadequate disclosure of information is also the problem.
- As they were freshers Respondents were undecided about making a proper decision on their career.

Data Analysis

Reliability Statistics		The cronbach's alpha coefficient for 32 items is 0.844 suggesting that the items have high level of internal consistency.
Cronbach's Alpha	No of Items	
0.844	32	

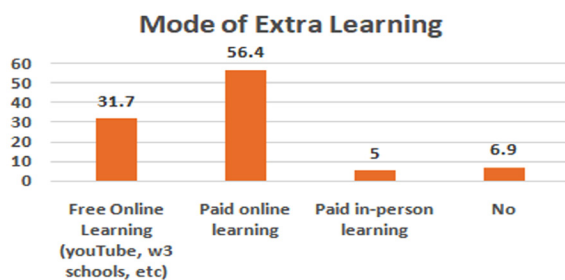
Data Analysis

Correlation Analysis

Null hypothesis (H₀): There is positive relationship

4.1.1 Preferred Mode of Extra Learning

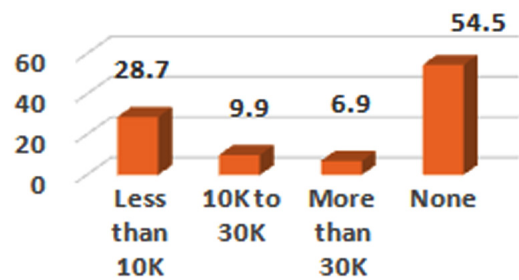
Particular	%
Free Online Learning (YouTube, w3 schools, etc)	31.7
Paid online learning	56.4
Paid in-person learning	5
No	6.9
Total	10



4.1.2 Money Spent For Learning it Skills

Particular	%
Less than 10K	28.7
10K to 30K	9.9
More than 30K	6.9
None	54.5
Total	100

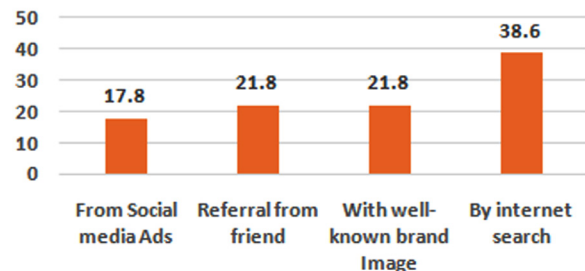
Money Spent for Learning it Skills



4.1.3 Trusted Source for Seleting Learning Platform

Particular	%
From Social media Ads	17.8
Referral from friend	21.8
With well-known brand Image	21.8
By internet search	38.6

Source for Seleting Learning Platform



between gender of the respondents and preferred mode of learning.

Alternative hypothesis (H₁): There is negative relationship between gender of the respondents and preferred mode of learning.

Correlation		Gender	Which mode of learning you prefer to learn programming in online
Gender	Pearson Correlation	1	- 0.147
	Sig. (2-tailed)		0.141
	N	101	101
Which mode of learning you prefer to learn programming in online	Pearson Correlation	- 0.147	1
	Sig. (2-tailed)	0.141	
	N	101	101

Inference

As R-value is -0.147, there is negative relationship between gender of the respondents and preferred mode of learning.

Chi-Square Test

Null Hypothesis (H₀): There is no significance difference between family annual income of the respondents and the Money spent to learn IT skill.

Alternative hypothesis (H₁): There is significance difference between family annual income of the respondents and Money spent to learn IT skills.

Chi-Square Tests			
	Value	DF	Asymp. Sig. (2-Sided)
Pearson Chi-Square	20.079a	9	0.017
Likelihood Ratio	12.559	9	0.184
Linear-by-Linear Association	1.831	1	0.176
N of Valid Cases	101		

Inference

As p-value is 0.017 < 0.05 we reject the null hypothesis. Therefore, there is a significant difference between Annual income and Money spent to learn IT skills.

One-Way Anova

Null hypothesis (H₀): There is no significance difference between the social media platform used and portal for applying job after learning IT skills.

Alternative hypothesis (H₁): There is significance difference between the Which social media platform used regularly.

ANOVA						
		Sum of Squares	DF	Mean Square	F	SIG.
Which social media platform you use regularly	Between Groups	1.977	3	0.659	0.506	0.679
	Within Groups	126.379	97	1.303		
	Total	128.356	100			
How will you apply for job after learning programming	Between Groups	4.806	3	1.602	1.412	0.244
	Within Groups	110.065	97	1.135		
	Total	114.871	100			

Inference

As p-value is greater than 0.05 we accept the null hypothesis. there is no significance difference among the social media platform and job portals used.

Findings of the Study

- The majority of respondents were in the age group of 18-22 years (68.3%), followed by 23-28 years (23.8%), and only a small percentage of respondents were in the age group of 15-18 years (6.9%).
- The majority of respondents had an family annual income of below 5 lakhs (77.2%), while only a small percentage had an income of 10-15 lakhs (1%) and 15-20 lakhs (2%).
- A significant percentage of respondents (64.4%) were interested in getting an IT job.
- Most respondents (56.4%) had opted for paid online learning to enhance their skills for IT jobs.
- The most popular social media platform used was Instagram (76.2%).
- The most preferred job portal for applying to jobs was Linked In (58.4%).
- A large majority of respondents (67.3%)

would refer the online course to others.

Suggestions

Lower Price Points: The majority of respondents had an annual income of below 5 lakhs. The company could consider offering courses at lower price points to make them more accessible to a wider audience.

Focus on Live Interaction with an Instructor: The study found that the preferred mode of learning in online courses was live interaction with an instructor. The company could consider offering more courses with this mode of learning to meet the demand.

Improve Social Media Presence: The study found that Instagram was the most popular social media platform used by respondents. The company could consider improving its social media presence on Instagram to reach a wider audience.

Enhance Job Application Process: The study found that the preferred mode of applying for jobs was individually through various sites, followed by applying through college. The company could consider partnering with job portals and colleges to enhance the job application process for learners who complete their courses.

Encourage Referrals: The study found that a large

majority of respondents would refer the online course to others. The company could consider introducing referral programs to encourage learners to refer their friends and family to the courses.

Increase Awareness About the Benefits of Paid Online Learning: While the majority of respondents had opted for paid online learning, a significant percentage did not spend any money on learning IT skills. The company could consider increasing awareness about the benefits of paid online learning, such as the access to more comprehensive courses and experienced instructors.

RESULTS AND DISCUSSION

- The study suggests that there is a strong interest among young people in developing IT skills and pursuing careers in this field, with a significant percentage of respondents expressing a desire to level up their skills and get an IT job.
- While a majority of respondents had not applied for any IT jobs, there is still a sizable minority who have applied for multiple jobs, suggesting that there is some competition for these positions.
- Paid online learning was the most popular option for enhancing IT skills, with a majority of respondents opting for this mode of learning.
- The study also highlights the importance of social networks and word-of-mouth recommendations in influencing young people's decisions about IT skills and career paths.
- Finally, the high level of satisfaction among respondents with the online learning platform suggests that this mode of learning may be a viable option for other young people looking to develop IT skills.

Overall, this study provides valuable insights into the demographic profile, career aspirations, and learning preferences of young adults seeking to enhance their IT skills, highlighting the importance of accessible, affordable, and engaging online learning platforms in bridging the skills gap and

facilitating career growth in the rapidly evolving digital economy.

CONCLUSION

The study aimed to understand the attitude and behaviour of students and freshers towards online learning platform and IT jobs and their willingness to level up their skills. The data was collected from 101 respondents through an online survey.

The survey reveals that most of the respondents were students with modest annual household income. A significant number of respondents showed interest in working in IT, although the majority of them had not yet submitted any job applications. The most common way to improve IT skills was through online learning, and live instructor interaction was the preferred teaching style. Instagram was the most widely used social media site, and LinkedIn was the most popular employment board. Overall, the survey shows that young respondents have a great interest in IT careers, and online learning platforms might be very important in upskilling for these jobs.

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