

Strength-weakness-opportunity-threat [SWOT] Analysis for the Career Development of New generation in Pakistan

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Abstract

Since last decades, there has been remarkable growth in the number of national and international organizations in the Pakistan, besides this public sector organizations are expanded in a well distinguished way, on other side, new talent has been facing several threats regarding career in different context. Academies are producing thousands of graduates and post-graduates in different disciplines but this supply is not well equipped in opportunities available in the market, hence, demand of new talent has been going to be scarce and most competitive. Lack of revised service rules in national and international organizations & job insecurity has inhabited the entrance of new youngsters in the organizations. Demand of rich experience and strong leadership has adversely affected fresh graduates. Old age people with rich & multidisciplinary experience have occupied lion's share in the organizations and leaving no space for new comer. Pakistan being a natural resources rich country, she has been facing scarcity of employment opportunities for young people. Nepotism & corruption have been found prevailing in employment process & that is spoiling the merit system. Hence, country has been experiencing the grave tragedy of brain drain.

Keywords: Impact, Unemployment, joblessness, threats, opportunities.

1. Introduction and Background:

New measures may be adopted to deal with the skills development of youth as they could be retained and trained. Besides this, new trends may be adopted in incumbent business. As expansion of companies is directly proportional with the expansion of the economy & pave way to create more opportunities. Hence, new talent could be retained for today & tomorrow [1].

Long run of organizations relies on adopting innovation with respect to the economic fluctuations. Temporary and contingency staffing has increased during economic recession [2] Since decades, issues of employee engagement and retention of potential workforce exist. Organizations have policy to address the discrimination for the generations. Organizations should high light the generation gape and address in a suitable way [3].

Talent tsunami could approach to the organization in next decades, organizations should take strong measures to avoid human capital crises and secure the new talent [4] Teaching is an easy task for the youth to join but youth is decentralized in this age and can not equip the proposed discipline. Organizations proposing teaching career are committed to the objectives and their employee. Career choice and career preference matters a lot with the new generation [5].

It can be time consuming to hide the scale the economic fluctuations and its impact on global rotation of labor, employment conditions and opportunities, & return to become evident [6]. The ICT sector remains emerging sector for employment, and economic aspect underpinning development. This emerging growth has not empowered labor market globally. Shrinkage in employment opportunities has adversely affected developed and developing economies. Besides this, decline is caused by de-motivation, retention of retired employee for long period, lack of promotion in every sector at different levels [7].

2. Purpose of research work:

1. What are threats to new generation in their career development?
2. What are opportunities to grow in limited resources?
3. What are tangible impacts on employment opportunities in Pakistan

3. Methodology:

The data was collected in a descriptive form & was statistically analyzed with respect to the nature and scope of

the topic.

3.1 Research Design:

In this research, we have followed mix methodology due to the nature and scope of the topic. In this qualitative methodology, interviews were conducted in order to evaluate the information. Literature was reviewed to collect the data. In the quantitative methodology, a questionnaire of four key questions was filled by the students of multidiscipline and conducted mathematical analysis of the results.

3.2 Data Collection:

Researchers used different approaches in collecting data as two sources are used to collect the data, primary and secondary source. Primary sources were used because of first hand evidence left behind by participants and observers at the time of events [10]. Secondary sources were used because these are usually studies which analyze, evaluate, interpret, or criticize primary sources.

Secondary sources were articles in newspapers and popular magazines, book or movie reviews, or articles found in scholarly journals that address someone else's original research.

4. Indigenous analysis:

In the vulnerable conditions of Pakistan, youth of Pakistan experience many threats towards their career, reasons of life threats are variable but result is capital punishment.

4.1 Decline of talent:

1. Muhammad Zafar 25-year-old (July 18, 2012) a resident of Lohaywali Badamibagh committed suicide as he was dejected over prolonged unemployment [8].
2. Arbab Ali Shar 25 year old (June 15, 2012) consumed poisonous liquid village Abdul Latif Shar near faiz Gunj & cause of suicide is to be stated unemployment [9].
3. Shakeel Ahmad (April 19, 2012) committed suicide by swallowing poisonous pills at his residence in Ahmad Town, the vicinity of Baghbanpura police. He was unemployed & the youth got dejected [10].

5. Table of Key findings & recommendations

S. No.	Key findings	Recommendations
1	Discrimination in recruitment process in Pakistan	Merit system should be served in centre and subunits of Pakistan
2	Post graduation training	After completion of the study, trainings should be provided to students in their respective discipline in order to earn experience
3	Career gape	Recreational activities
4	Lack of skills	Continues touch with subject, & general study
5	Lack of public libraries	Every city might have a public library with peaceful environment where youth could gather and prepare for different aptitude tests
6	Financial constraints	Students should be given unemployed allowance so that they bear the expense of photocopy of documents, challan for the post and post/ tcs expenses
7	Entrepreneurship	Government should facilitate the new talent, if they cannot get job, they should start any business with mutual collaboration.
8	Lack of Parents contribution	Parents day should be kind and cooperative with youngsters after their graduation and do not pressurize or criticize during unemployed period
9	Teachers cooperation	University faculty staff should be career guide for the outgoing students about where to apply for the job, how to apply for the job?
10	Self maintenance	Youth should control on their nerves and keep themselves up to date mentally, physical and socially in order to give good presentation in challenging phase of unemployment

6. Results & Discussion

a. What are threats to new generation in their career development?

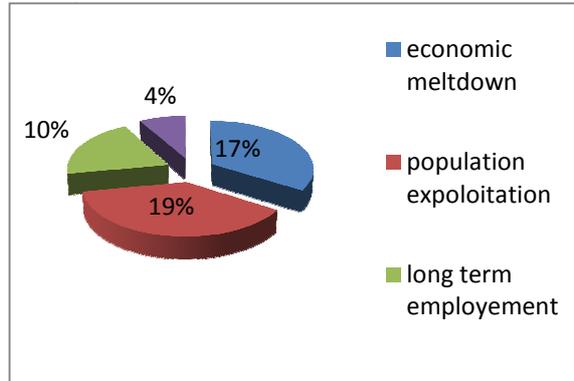


Figure 1

Corresponding to above mentioned research question, figure 1 shows that major threat to new generation in their career development is economic meltdown 17% which is high threat to new generation in their career development as global economic fluctuation affects all around the world which influences at national and local level. Population exploitation is 19%, which is second high threat, long term employment is 10% and lack of skills and knowledge is 4% as relative results are discussed by Syed Haider Raza (2012).

b. What are opportunities for career growth?

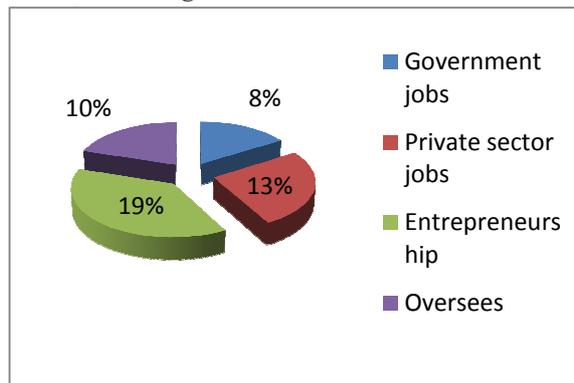


Figure 2

Corresponding to above mentioned research question, figure 2 shows that people have 8% opportunities in Government sector, 13% in private sector, 19% in entrepreneurship and 10% overseas opportunities as relative results discussed by Manolo Abella and Geoffrey Ducanes (2009).

c. What are tangible impacts on employment opportunities in Pakistan?

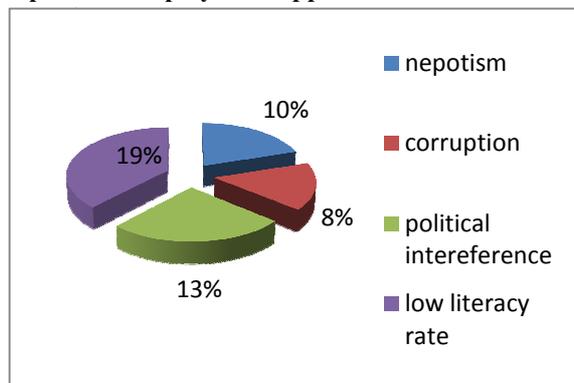


Figure 3

Corresponding to above mentioned research question, figure 3 shows that nepotism has 10% tangible impact on the on the employment opportunities, corruption has 8% impact, political inference has 13% impact, low literacy rate has 19% tangible impact as relative as relative result is discussed by Xiaohui Hou (2011).

d. How new generation can be developed or promoted?

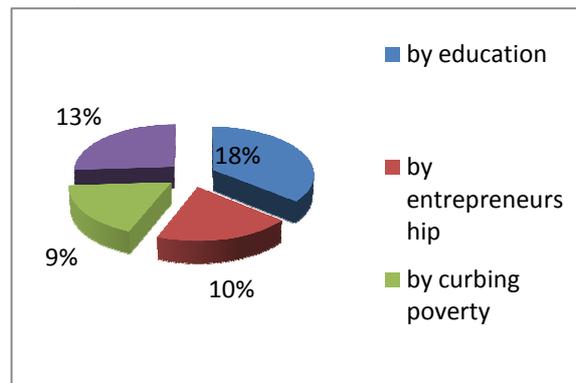


Figure 4

Corresponding to above mentioned research question, figure 1 shows that new generation can be promoted 18% by education, 10% by entrepreneurship, 9% by curbing poverty and 13% by adopting technology as relative results are discussed by C. Alan Garner (2004).

7. Conclusion:

It is most crucial to mention here that there is high potential available in Pakistan with high capacity to deal with every kind of challenge in a significant way but it needs top priority and attention of the Government. Youths have many threads after completing education, securing employment, and availing opportunities for career growth, up gradation of skills, education and training of our youthful labor force besides all, there works a strong will power, dedication, commitment, belief in yourself to reach the target level.

8. Limitations:

1. Because of the research sample, this research was conducted at surface level; hence, it could not provide annual record of events and density of issue.
2. This time constraint was not enough for the researcher to observe all of the cases and their causes. It would be better if it was done in a longer time.

9. Further research suggestions:

1. If this topic can be taken in doctorate to take the larger sample of all provinces of Pakistan or comparative case of the developing countries in Asia.
2. Extensive survey should be conducted across the Pakistan in order to conduct detailed case studies so as to collect the real facts & figures, logic and reasoning of issue.
3. Subject can be studied in detail in order to examine the effects on opportunities due to the migration, population exploitation, consumption of resources and economic shrinkage.
- 4.

10. Research contribution:

This study may prove to be a source of the information which provides small picture of concerned issue. The findings may benefit the policy makers (at government levels) and managers (at both government and private sectors) to strengthen the policies to exploit the benefits of this research for growth and grooming of the new generation of the country.

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