WOMEN CAREER ASPIRATIONS IN LOGISTICS SECTOR AMONG MANAGEMENT GRADUATES WITH SPECIAL REFERENCE TO ALFA LOGITICS PVT.LTD.,COIMBATORE

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ABSTRACT

In early days, logistics industry was male dominant. In modern day business practices, it is only the quality of the workforce that decides the success of transportation and logistics operators. Existing perceptions are changing and transport and logistics companies are working actively to increase the number of female employees in their talent pool. This study is to understand the relationship between social support system, personal, psychological, industry challenges, and academic influence with women career aspirations. This research helps empirically test the effects of influencing factors on women career aspiration. This can be reported so that the suggestions in fulfilling career aspirations by the management graduates in the globally competitive and vibrant Logistics sector. Research design is the plan that guiders the data collection and analysis phase of the project. Descriptive research design will be used in the study. The samples for data collection will be of approximately 120 respondents. The data collected will be compiled for final tabulation and Interpretation. This research has met the objectives of the study by using appropriate tools and analysis. This facilitate with the understanding of factors that really influence graduates to choose their career in logistics field. Thus applicability or generalizability of the study should be carefully considered, as the results may vary.

INTRODUCTION ABOUT THE STUDY

Logistics and supply chain industry is one of the largest and rapidly expanding industries in the world. Though the industry is moving more and more towards automation and technology dependent, its aging workforce and gender imbalance are the major challenges faced by the logistics and supply chain industry. Considering those challenges and industry demands, many educational institutions. This chapter discusses the profile of logistics and supply chain industry in three levels; Global, Indian and Tamilnadu and higher education system in India and Tamilnadu.

1.1.1 Logistics Industry

Logistics, term derived from French word logistique meaning longer is defined by Oxford English Dictionary as "the branch of military science relating to procuring, maintaining and transporting material, personnel and facilities". However, the New Oxford American Dictionary defines logistics as "the detailed coordination of a complex operation involving many people, facilities, or supplies," and the Oxford Dictionary online defines it as "the detailed organization and implementation of a complex operation". According to the Council of Supply Chain Management Professionals "logistics is the process of planning, implementing and controlling procedures for the efficient and effective transportation and storage of goods including services and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements and includes inbound, outbound, internal and external movements". Recently Naoui,F.(2014) defined business logistics as "having the Alpha item in the Alpha quantity at the Alpha time at the Alpha place for the Alpha price in the Alpha condition to the Alpha customer". Purchasing and arranging the movement of incoming raw materials, spare parts or finished known as inbound logistics. Arranging and managing product and service flow from the end of the production line to the end user is known as outbound logistics.

1.2 OBJECTIVES OF THE STUDY

- To understand the logistics industry profile and women workforce in Coimbatore
- To formulate, develop and test the factors influencing women career aspiration.
- To understand the background/demographic profile of the respondents.
- To investigate the factors (social support system, personal, psychological, industry challenges, academic influence, and family background) influencing career aspiration of women in logistics industry.

1.3 SCOPE OF THE STUDY

It could be carried out in this research area by focusing broadly to cover the uncovered issues. Still, this study is narrow study which measured what it actually meant to. The research may be extended in few aspects viz. increase in sample size, cover different regions to compare results, conduct experimental study with passed out women graduates and existing women graduates and existing women graduates. This will add more insights to understand in broader perspective.

1.4 STATEMENT OF THE PROBLEM

Women represent half of the world's population, but their participation in decision-making and receive leadership positions are still very limited. This is due to laws and traditions that have kept women out of the workplace. According to the statistics, 60 percent of graduates are women, yet barely 15 percent of those entering the labour market. In addition, the percentage of women in senior positions reached. Moreover, most employers do not provide the workplaces for the working women who have children that impede the working mothers to go through. In addition, some employers violate the work regulations by requiring the consent of the working woman's guardian, which may hinder her work if her guardian rejects the idea or wants to extort it.

1.5 RESEARCH METHODOLOGY RESEARCH

Research is a scientific and systematic analysis for pertain information on a specific topic. In research is an act of scientific investigation.

Research as a scientific investigation and research methodology is a way to systematically solve the research problem. It may be understand as a science of studying how research is done scientifically. Research has to specify very clearly and precisely what decisions evaluate on it. So the adoption of research methodology is an essential step in conducting a research study.

Research design

Research design is the plan that guiders the data collection and analysis phase of the project. In order to successfully conduct research it is very important to check out the methodology of the research design. It is the Framework, which specifies the type of information to be collected. The required information is collected through primary and secondary data.

Type of the Research design:

Descriptive research design will be used in the study.

Descriptive research design

Descriptive research studies which are concerned with describing the characteristic of a particular concerned with the prediction with narration of facts and characteristics concerning individual group of situations are all example of descriptive research studies.

Type of data

Primary and Secondary data

Source of data:

For the purpose of this study, data from two sources will be gathered namely:-

(1)   Primary Source

(2)   Secondary Source

Primary Source: - are original source, which are collected directly from the respondents. This information will be collected through

- Questionnaire,
- Personal interview,
- Interaction with Logistics and
- Observation.

Secondary Source: - are those data which have been collected and compiled for another purpose. The secondary sources include

- Journals,
- Manuals,
- Company website,
- Other related websites in Internet.

Type of survey:

A Direct Survey Method is selected for the research because of the following characteristics:

- It's a filed study.
- It seeks response directly from respondents.
- It is conducted in one unit out of two.

Method of sampling:

- Simple random sampling

Sample Size:

The samples for data collection will be of approximately 120 respondents. The data collected will be compiled for final tabulation and Interpretation.

Research instrument:

Structured questionnaire will be used to collect primary data.

Techniques of Interpretation:

Collected data will be analyzed through Systematic Tabulation and Graphical Presentation

Tools used for analysis

- Simple average
- Weighted average
- Chi – Square test
- ANOVA

Plan of Analysis

The plan of Interpretation for the information collected from the sample size using questionnaires is as follow:

- All questionnaires will be processed and edited as per the objectives of the study.
- Data will be Tran scripted from the questionnaire to work sheet
- Data will be then classified and tabulated
- Data will be then interpreted to come out with findings and related suggestion

CHI-SQURE ANALYSIS
- **HYPOTHESIS**
- **Null hypothesis (H0):** There is no significant difference between Social Status and career aspirations

- **Alternative hypothesis (H1):** There is a significant difference between Social Status and career aspirations

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.705a	4	.030
Likelihood Ratio	11.724	4	.020
Linear-by-Linear Association	.869	1	.351
N of Valid Cases	130		

INTERPRETATION

According to the Chi-square table the X^2 = 10.705, degree of freedom is 4 and 'P ' value is 0.30. Here, the 'p' value is lesser than the significant value (0.30< 0.05). So the H_0 is accepted and the H_1 is rejected. Hence there is no significant difference between Social Status and career aspirations

ANOVA ANALYSIS
- **EXPERIENCE - One-Way Anova Analysis**
- One way analysis was conducted to check whether the study variables differ across various Age groups. The age break up among the respondents is as follows

Age		Frequency
	Below 20 yrs	55
	21-30 Yrs	35
	31-40 Yrs	25
	Above 40Yrs	15
	Total	130

To check whether the various study variables differ across different Age, one

Social Status * Career Aspirations Cross tabulation						
Count						
		Social Status * Career Aspiration				Total
		Agree	Strongly Agree	Disagree	Strongly Disagree	
Social Status	Upper Class	13	15	4	11	43
	Upper Middle Class	5	12	7	9	33
	Middle Class	7	7	8	4	26
	Lower Class	11	9	3	5	28
Total		36	43	22	29	130

way ANOVA was conducted. The various hypotheses being considered are

NULL HYPOTHESIS

▪ H_0: There is no significant difference between the different experience Age and Academic Influence

ALTERNATIVE HYPOTHESIS

▪ H_1a: The employees regarding the Curriculum design method will differ across different age groups.

▪ H_1b: The employees regarding the Course Learning method will differ across different age groups.

▪ H_1c: The employees regarding the Academic activities method will differ across different age groups.

▪ H_1d: The employees regarding the Higher GPA method will differ across different age groups.

FINDIGS:

CHI-SQURE ANALYSIS

• Chi-square table the X^2 = 10.705, degree of freedom is 4 and 'P ' value is 0.30. Here, the 'p' value is lesser than the significant value ($0.30 < 0.05$). So the H_0 is accepted and the H_1 is rejected. Hence there is no significant difference between Social Status and career aspirations

ANOVA ANALYSIS

• ANOVA analysis it is inferred that there is no significant difference between the different age groups and some of the academic influence like Curriculum design, higher GPA as their P value is lesser than the significant value of 0.05 and also there is a significant difference between the different age groups and some of the academic influence like course learning and academic activities as its P value is larger than the significant value

• ANOVA analysis it is inferred that there is no significant difference between the various women employees about their job and the various Industry challenges like gender imbalance, long working hours, negative image as their P value is lesser than the significant value of 0.05 and also there is a significant difference between the various employees about their job and the various industry challenges like working in odd time, work and family, roles as its P value is larger than the significant value

5.2 SUGGESTION

• The influence might have come from their mother due to the dependent life, financial struggles, etc.

• It might be the sort of negative motivation only. Still there are positive sides to motivate them positively through the women employee.

• Women employee can be a role model and they could motivate these students to attain the good position in their career ladder. Also, they may explain the wide opportunities in the field of logistics to design their aspirations more appropriately from the first year itself.

- Employee can emphasize on inter-personal relationship among the students to get more support from their friends that would be a good moral and emotional support for the women graduates apart from the support.

- The self maintain the same state as there is a chance of negative self-perception if the employees demotivate them. Also, they can help the women graduates to overcome the fear of success in the field of logistics. Some women graduates set their mind to become a home maker; hence it is the duty of employee to explain the importance of career.

CONCLUSION

This research has met the objectives of the study by using appropriate tools and analysis. This facilitate with the understanding of factors that really influence graduates to choose their career in logistics field. Thus applicability or generalizability of the study should be carefully considered, as the results may vary. This was conducted in Coimbatore, India. It is well developed with its infrastructure; hence the results cannot be generalized to other region or country.

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