



Effects of demographic attributes on faculty satisfaction

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Abstract

This research study aim to carry out the faculty satisfaction and commitment of the faculty members working at higher educational institutes at Pakistan and, as well to determine effects of demographic attribute the study examined the demographic traits such as age level and academic degree were including. Additionally, the current study find out; weather there was any connection among demographic characteristics and faculty satisfaction. Famous theory of motivation, “Herzberg Theory” both the factors; hygiene and motivational aspects, was employed as theoretical framework of the study. About 110 samples collected from the faculty working in Pakistani universities. Self-administered questionnaire assisting Gallup organization model, pre-tested under the supervision of experts of the field employed to collect the data from the targeted sample. The results are intended to support the hypothesis that there is a relationship amongst suggested demographic variables and faculty satisfaction. SPSS, statistical analyzing tool employed, for the testing of collected data. Results of the data exposed that no any correlation among the demographic attributes such as degree and age level- and satisfaction of the faculty. However, the degree major has an effect on the satisfaction of the faculty.

Keywords: Demographic attributes, Faculty Satisfaction Academic Degree.



Introduction

This study focused on well-being; the job satisfaction of the faculty in the Pakistani academia. To become a world class university and meet globalization trends; need to bring changes into culture (Jung and Shin 2015). This phenomena has created competition and effected higher education system more or less (Shin and Kehm 2013). Efforts of professional staff along with faculty is essential in a higher education institution to achieve determined holistic goals; but universities have to respond the challenges attracting to talented and satisfied faculty and academicians. (Jung and Shin 2015).

By addressing the issues of dropout and employee's pleasure at work, the job satisfaction may boosted up. The researchers also looked at its association with monetary, non-monetary rewards and output. In the context of Pakistan, country is facing shortages of faculty including doctorate degree holders (A. Mukhat. 28 April 2017). "There is a shortage of 36,000 PhDs. The government must increase budget for higher education to meet such challenges in the sector," (A. Mukhat, 2017). Fuller (2006); observed workers constantly passing through transformational period.

According to the Maslow's theory of motivation (1943), basic needs and human behavior may by understood appropriately. The mentioned theory explores a strong binding between job satisfactions with the motivational theory. A chief attention has been noted among the Herzberg two-factor motivation and hygiene-and job satisfaction (Barrette & Myrick, 1998; Timmreck, 2001), effort, obligation, acknowledgement and success; the psychosomatic aspects are denoted by the Herzberg (Herzberg, Mauser et al. 1959).

Various researches has been conducted about the factor impact on job satisfaction; whereas founded inadequate studies on demographics factors including degree major and age. The current study may contribute additional literature and better understanding of faculty satisfaction in Pakistani academia.

Statement of the Problem

The employee's performance understood the main target of educational scrutiny, to keep up the output of an organization along with the increase in then cost. Now-a-days, institutions maximizing the job satisfaction along with specializing in exploiting employee's expertise (Adeola 2014). Moreover, Thomas Reid (2006) advised that the culture of the organization have a vital contribution to enhance the worker's job satisfaction.



Fuller (2006), as desired specialized training required, as teachers are more likely to leave their jobs. Due to the growing demand for skilled faculty, organizations need to identify work satisfaction factors for employee retention (Simon, 2004).

Study Purpose:

The current study designed to investigate affiliation among the faculty satisfaction and demographics factors such as the age and subject major and level. A researcher named Reid (2006) explored organizational aids as the ambassador for job satisfaction in the workplace. Herzberg's motivation theory adopted as theoretical framework. Faculty members being participants were prerequisite to comprehensively inquired about demographic variables. For the exploration of the statistically significance among the various variables, the correlation designed method employed.

Significance of the study:

The turnover rate of employee reduces when they feels satisfaction and performed healthy social activities at the organization (Bassett 1994). In a survey, conducted by the Fuller (2006), noted that faculty turnover rates increased then that of the past due to dissatisfaction of the employee. As, identified by the Simon (2004), an organization need to focus on the cultural reasons as well. One of the major advantage of the current study that an organization may draft their job descriptions as well determines objective of the education in job satisfaction. The importance of skills and education for job performance understood by the workers (Greengard 2001).

Moreover, initiating prescribed education plans for succession and satisfaction of employee's may be an additional advantage of the study (Johnson 2005). Furthermore, a potential advantage of this study; organizations may conduct need-based activities including; workshops, in-service education related programs, seminars and conferences for professional growth of faculty.

Research Questions

Following questions outlined for the study:

- ❖ Is faculty age affects satisfaction?
- ❖ Is faculty satisfaction has a significant association with the formal education?
- ❖ Does degree major has a significant correlation with the faculty satisfaction?

By understanding how educational level and age influence the employee job satisfaction.

Institutions may creative job structures and description required to match faculty position. It



may assist in designing the educational curricula for nurturing to retain the employees on the job (Fuller, 2006).

Literature Review

Several factors were identified through Investigations founded cause to enhance faculty job satisfaction. Travia (2004) and Gazzara (2003) have focused on the relational issues and created a broader spectrum of job satisfaction. Research (Travia, 2004) has concluded different sight of workers of the said relationship.

Faculty Job Satisfaction

The term of Job satisfaction or faculty defined by experts in numerous methods. However foundations for the definitions of job satisfaction is identical (Ivancevich and Donnelly 1968). Researchers identified and developed many aspects of job satisfaction concerning to organizations. A prominent figure in the field; Locke (1969), as he noted that the job satisfaction “a positive emotional state resulting from the appraisal of one's job or job experiences”. The variable faculty satisfaction been understood and deliberated by the investigators of various fields. It affects employees’ organizational commitment, effectiveness and validity- as well as increases to stay at (Smerek and Peterson 2007). Due to pertaining multi-dimensional aspects of job satisfaction, employees may be satisfied from one aspect and dissatisfied from another aspect at the same time. For instance, an employee can be satisfied from salary while may be slightly dissatisfied with other aspects like workplace. In the same way, an employee might be satisfied from task content while shows dissatisfaction for potential growth and mobility concerning to organization (Olsen 1993, Oshagbemi 1999).

An Employee has different attributes towards insight concerning about their job. A big influence has been noted, that employee’s positive attitudes resultant productivity of the organization. It’s essential to evaluate sub-elements of job satisfaction as an emerging area of current research studies (Jung and Shin 2015).

Experts identified various attribute such as age, sex and category of the job showed an adverse effect on job satisfaction weather displayed encouraging connection of the workers of modern setting. (Gonzalez 2008), defines the encouraging association in the institutions emphasis upon progress, capability development, control and employed situation. The supplementary features including age, sex, work type as well as academic educational have less influence on outcome (Gonzalez 2008). Various expects of the field like; Herzberg (1966), cited fourteen variables influences the job satisfaction such as : achievement,



responsibility, salary, the work itself, recognition, job security, interpersonal relations, possibility of growth and advancement.

Demographic characteristics and faculty satisfaction

Demographic Characteristics

Individual demographic characteristics has vital role in the satisfaction of a workers. In an alike atmosphere, the side significant elements may differ from each other. Individual characteristics are including age, academic background, working experience, gender, professional rank, race, health state and family situations (Hagedorn 2000, Bozeman and Gaughan 2011).

Demographic factors like age, professional rank and working experiences of employee, has a strong effect on the satisfaction level Research results has shown that the workers with older age are more pleased and contented to their occupation (Smerek & Peterson 2007). In the same way; the longer someone has been employed, more satisfied when compared with afresh inducted worker (Smerek and Peterson 2007). Inclination towards a task involved; has a positive correlation with job satisfaction (Houston, Meyer et al. 2006). According to Volkwein and Zhou (2003), adaptation in the job responsibilities increases job satisfaction. A research study carried out by Glisson and Durick (1988) and Volkwein, Malik et al. (1998), gender difference has no major variance on satisfaction of university employees.

In an empirical studies; Zhang, Lam et al. (1999), examined relationship among demographic characteristics; age and level of education- and the job satisfaction. It is founded less correlations between their satisfaction and educational level; while higher educated employee's expectation level fulfilled- the productivity may be higher. The gap among career need and development chances, found as the cause of poor satisfaction of job (Chen, Chang et al. 2003). Conclusions of the current study arguments may apply to impart provisions conducted at faculty, working in academia. As Clark, Oswald et al. (1996), noted Job satisfaction classically at its peaked level about 36s; while it starting to upsurge from the early 30s years of age. In the context of Pakistani academia, explicit empirical indication needed to validate the association between factors including degree major, age, formal education and job satisfaction. Consequently, dissatisfied employees pertaining intrinsic features may left to hunt additional pecuniary as well as better career.

Various research studies revealed that age of the faculty has an effect on their satisfaction towards their job. In a study Smith (2007), the data disclosed the age of 64 and above had the satisfaction with the rate of 71.3%. Whereas; the blow 29 years of the age 29, showed 42.3%



satisfaction rate. Researcher suggested that younger workers showed less creativity as compare to their elder counterpart exhibited higher creativity and specialization in the field. In a research study, Sloane and Ward (2001), examined the rapport of age and individual job satisfaction of faculty in academics. Studies shows that the male faculty blow the age of 36 founded significant higher-level as compare to the females below the 36 years, while male over 36 exhibited lower satisfaction than their female counterpart did. According to past researches, a significant relationship noted between the job satisfaction, output, financial and other rewards; analyzing and considering various professional groups including academics. Attributes like education, race and gender has also an impact upon job satisfaction (Sloane and Ward 2001).

Primarily, this paper is concerned with the effects of age, degree major on faculty job satisfaction. Evidences from researches has suggested that factors including age tracks relationship concerning to the job satisfaction (Sloane and Ward 2001). In an another research study carried out by the Cook (2006), revealed the factor age showed as a variable has a strong correlation with the job satisfaction.

Research Methodology

In the current study to determine the expected linkage among faculty's age and education level-and satisfaction of faculty; investigators adopted quantitative and correlation analysis. To determine the association among variables, regression analysis procedure has been applied (Williams, Zimmerman et al. 2003). Researchers collected data related to degree major, age, formal education, gender, length of service etc., by employing demographic portion of questionnaire. The Gallup organizational model, comprising twelve, the second part inquiries determine faculty job satisfaction. By employing SPSS (2011), the statistical data was calculated and analyzed (SPSS 2011).

The current investigation concentrated on the faculty, the important segment service sector of higher education. The faculty members were asked to complete the given questionnaires. The correlation analysis employed to explore linkage among variables including; degree major, age, formal education and faculty job satisfaction. The targeted population of the current study were faculty members of higher education institution and data gathered from 110 faculty members by using random sampling technique.

Following variables involved in the current study:



Degree of job satisfaction as criterion variable at workplace as summarized by the Gallup organizational model, contains of twelve queries for the measurement of the job satisfaction survey.

Formal Education, as the Predictor Variable outlined following:

Had completed PhD degree, or completed a M.S/ M.Phil.

The age level as a predictor variable; inquired from the sampled population about the age at the time of data collection.

Theme of the Research Study

Being a provocative theme, job satisfaction is most researched area of the field (Judge and Church 2000). One of the characteristic of the current research is its foundation is Herzberg Motivational theory. As, this theory has been considered as an suitable base adopted for at the workstation related studies (Bassette-Jones and Loyds, 2005). Various researchers employed this theory as the underpinning in such investigative studies (Herzberg, Mauser et al. 1959, Wignall 2004, Bassette-Jones and Loyds 2005, Cook 2006, Cook 2006, Grant 2006).

Theoretical Framework

Among the premier theorists; Fredrick Herzberg renowned as pioneer of the theory of motivation of the workstation (Bassette-Jones & Loyds 2005). He presented two essential distinctions; including intrinsic and extrinsic motivation; famous as the hygiene and motivational factors explains workplace motivations (Herzberg, Mauser et al. 1959).

By considerate the differences among the motivational and hygiene factors, recommended by the Herzberg; major causes of dissatisfaction may be understood by a scholar simply (Herzberg, Mauser et al. 1959). He identified hygienic aspect as the extrinsic factors; for instance environment of the workplace. These factors including; salary, interpersonal relationship and policy of the organization. Whereas recognition, achievements, work type, additional charge, and promotion are included as motivational factors caused to producing satisfaction (Herzberg, Mauser et al. 1959).

In an earlier research, conducted by Herzberg (1959) conducted an initial study for determining the job satisfaction, asked the participants the comments about the situation when feels positive or negative about the job- and reasons of such feelings.

Discussion and Analysis

In the current research, multiple regression analysis method used to interpret statistical data. As, Howell (2004), defined it as a statistical method for exploring association among the both variables dependent as well the independent variable. The said technique utilized for



measuring the association of independent variable including education level and age- and the dependent variable the faculty job satisfaction. To analyze the data, SPSS (2011), employed. To determining the intensity of the relationship, applied Pearson's correlation analysis. Furthermore, to investigate the significant relationship may founded between the age and job satisfaction, carried out regression technique for analyzing data. After conclusion of the analysis, the statistical data presented to shown the values found and represented the data set. Discussed overall results, the score ranges, means, mid-range average and standard deviation as well. As earlier mentioned that the aim of the current study was to conclude weather there found any linkage between the faculty job satisfaction, education level and the age. Faculty performing their services at higher education institutions at Pakistan; are the targeted population of the current research. The Multiple statistical tests performed to observe demographic examination, job satisfaction analysis, correlation coefficient analysis, multiple regression analysis and ANOVA testing.

Descriptive statistics analysis

For the current study, the Cronbach's alpha test has utilized for the testing reliability of the questionnaire. About 180 questionnaires sent to various faculty member, received back 110 with the ratio 61%. The descriptive statistics employed for analyzing the demographical attributes of the targeted sample. Among the sample, 30 percent are of the senior faculty (professor) as the job title. Additionally, majority of the faculty having experience of between 10-15 years.

Table No.1

Cronbach's Alpha Testing

Statistical Reliability Test	
Cronbach Alpha	Item
.742	12

The Cronbach's alpha value shown in the above tested table is equal to .742; as the acceptable, reveals the reliability of all the set items.

Testing of Hypothesis

Hypothesis No. 1

H1; between the educational attainment and faculty satisfaction; there is a significant relationship.



Correlation analysis testing carried out on the confidence level of 99% by employing Pearson Moment. The purpose to above hypothesis intended to explore strength of degree level and faculty satisfaction working in universities. The statistical evidences reveals in the table No.2 below.

Table No.2

The correlation of faculty satisfaction with the Age; Major & the subject

		Faculty Satisfaction	Age	Degree	Subject
Faculty Satisfaction	Pearson's Correlation	1	.012	.215	.466**
	Sigd (2-tails)		.925	.062	.000
	N.	110	110	110	110

** At 0.02 the correlation is significant (2-tailed).

Data in the above table demonstrates intensity of correlation among the formal education and job satisfaction is 21.6 %; seems low and unaccepted. Consequently, there noted a weak between the job satisfaction and degree major.

Table 3

The Model summary

Model	R.	R. Square	Adjusted R. Square	Standard Error
1.	.100 ^a	.010	-.003	.44205

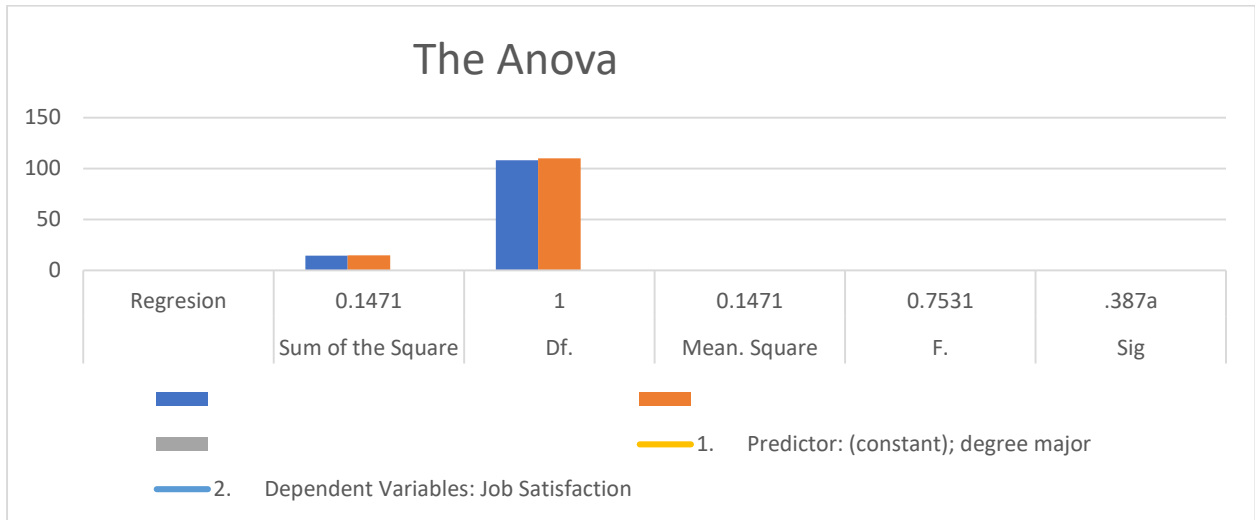
Predictor; (constant); degree major

In the table No. 3, R Square represented; 10 % variance of the job satisfaction (as the dependent variable), a predictable factor as of the independent variable (the degree major). Moreover, it reveals 10% degree being among the independent variables may predicted the faculty satisfaction (among the dependent variables). Value 0.02, as adjusted R square is consider weaker, 0.13 moderated and the value 0.36 has a larger contribution; therefor the said hypothesis may not be accepted.



Figure. 1

The Anova^b



Accepted the hypothesis at value p level below the 0.05, whereas; if the p value is above 0.5; rejected. The data presented in the above graph table .1, p value is above 0.5; therefore, the hypothesis rejected.

Hypothesis No. 2

H2; A statistical significant connection may founded between the degree major and faculty satisfaction.

Correlation analysis testing carried out on the confidence level of 99% by employing Pearson Moment for testing hypothesis No.2.

The purpose to above hypothesis intended to explore strength of degree level and faculty satisfaction working in universities.

Table No. 4.

The Model Summary.

Model.	R.	R.Square.	The Adjusted R. square	Standard. Error
1.	.4108 ^a	.228	.110	.39063

The value of R square in the above table No. 4 reveals 22.7 variance of faculty satisfaction (being dependent variable). The above hypothesis is acknowledged and accepted; as the value of R square is .228; whereas, if the value 0.02 is considered as weaker, 0.13 moderates & 0.36 as the larger contribution.



Hypothesis No 3:

There is a significant relationship between age and job satisfaction for Faculty.

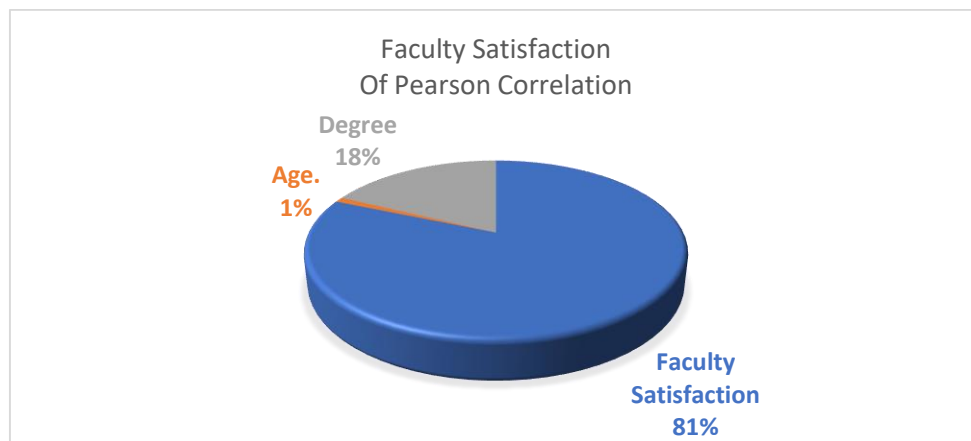
Table No. 5: The Correlation Analysis

		Faculty Satisfaction	Age.	Degree
Faculty Satisfaction.	P. Correlation	1.	0.011	.218
	Siged. (2-tail)		.926	.062
	N.	110	110	110

At 99 percentage of the confidence level, employing P. Moment correlation, the said hypothesis was verified. The purpose to above hypothesis intended to explore strength of age and faculty satisfaction working in universities.

Figure. 2

The Correlation Analysis



** As the correlation has been noted significant at the level of 0.01 (2-tail).

The hypothesis not accepted; as the data analysis revealed that a poor association i.e. 1% noted among the demographic variables age and the faculty satisfaction.

Table No. 6:

The Model Summary

Model.	R.	R. Sqre	A. R.square	Standard.Error
1.	0.011 ^a	0.000	-.012	0.44437

Age as predictor (considered constant).



The demographic variable age as independent variable; showed 0.0% variance at the dependent variable the faculty satisfaction. It also shows that up to 0% the variable age as independent variable, can predict job satisfaction (dependent variable). Therefore; on the base of the p.value; the hypothesis; “there is a significant relationship between age and job satisfaction for faculty” rejected.

Conclusion and Recommendation

Conclusion

The key objective of the current study was of find; weather there was any connection among demographic characteristics and faculty satisfaction. The major purpose of the current study was to carry out faculty satisfaction; working at higher educational institutes at Pakistan. Research find out that how demographic attributes effect satisfaction of the faculty. Major demographic attributes examined with the relationship to the faculty satisfaction are of; age level and academic degree.

Famous theory of motivation, “Herzberg Theory” both the factors; hygiene and motivational aspects, was employed as theoretical framework of the study. Self-administered questionnaire assisting Gallup organization model, pre-tested under the supervision of experts of the field employed to collect the data from the targeted sample. SPSS, statistical analyzing tool employed, for the testing data. Results of the data exposed that no any correlation among the degree and age level- and satisfaction of the faculty. However, the degree major has an effect on the satisfaction of the faculty working at HEIs. 110 faculty of universities were selected as sampled for the study.

Research question one

The first research question was; “weather the faculty age may affect their job satisfaction”? Hypothesis designed for the above-mentioned question was rejected, as there seems no any connection between the both variables. Therefore, it elaborated that the faculty’s age has no impact on their job satisfaction. Faculty satisfaction or dissatisfaction, falling of all ages may be equivalent.

Research question two

In the 2nd question asked, “there may be a significant affiliation among the faculty satisfaction and their education”. There noted no any effect of education on the faculty satisfaction- and rejected above hypothesis. The results reveals that higher degree and education level does not show any additional effect on the satisfaction level of the faculty.



Research question three

The third research question of current study was “whether there seems some association among the satisfaction level and subject and major degree of the faculty?” The objective of the above-asked question was to identify the linkage between subject major/degree major and the satisfaction level of the faculty members. The results from the data revealed strong impacts between the both variables; means that the main field of education influences the satisfaction of the faculty. Major degree with management sciences showed higher satisfaction level as compared to the other major subjects.

Recommendations

The current study was designed to apprehend the association among the faculty’s satisfaction of and the demographic attributes. Demographic attributes including educational level and age has no connection with job satisfaction; so we may accepted null hypothesis considered for above-mentioned variables. The hypothesis about degree major displayed a positive association with the variable job satisfaction; so it is accepted. Over the years, competent faculty has been considered as a change agent social, technological and economical development of a country. Therefore, current study focused the faculty of university. The research results may enable the educational organizations to understand those variables caused decreasing t ration of turnover. The faculty members given due status being integral part, as they enriched positive culture in the educational originations.

Results of the data in the current investigations revealed a considerable correlation among job satisfaction and the degree major; whereas no any association has been observed between the faculty job satisfaction, education level and the age.

Additionally, the results exposed that the faculty having higher degree in their fields exhibited the greater range of satisfaction; needed for higher education institutions to concentrate at the key area; that i.e. the degree major to enhance of the potentials of the faculty members for maximum outcome.

In the context of Pakistan; exists inadequate literature work founded related to the faculty job satisfaction. By including a large number of sample, may represent reliable and authentic research results.



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