

# The Study of Factors Affecting the Intention of Selecting an Internship Programme of Management Faculty Undergraduates in Sri Lankan State Universities

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*Abstract An internship is an educational in an environment providing field application of a student's theoretical lecture hall learning. Through an internship program, university undergraduates are expecting to obtain a proper knowledge as well as a good experience for their career life. For that purpose, they need to select the best internship places. In that case it is important to consider the different factors which can affect the intention of internship programme of undergraduates in Sri Lankan state universities. Therefore, the purpose of this study was to test a research model for investigating the factors influencing the intention of selecting an internship programme. The research model incorporated factors such as organization reputation, ability to gain knowledge and experience, ability to cover professional article and attractive allowance as independent variables. The survey questionnaire was distributed to a sample of 353 third year management undergraduates in Sri Lankan State universities. The stratified random sampling was the method used for the selection of the respondents to the sample. Data analysis was carried out by applying the regression analysis. The finding widened the knowledge of the complex relationships among variables concerned indicating that Organization's reputation, Ability to gain knowledge and experience, Ability to cover professional articles and Attractive allowance positively related to the intention of selecting an internship programme.*

*Index Terms—Ability to cover professional articles, Ability to gain knowledge and experience, Attractive allowance, Intention of selecting an internship programme, Organization's reputation*

## I. INTRODUCTION

An internship is a practical education which provides field application for student's theoretical lecture hall learning. Through an internship program, university undergraduates are expected to obtain knowledge experience and skill for their future careers. To gain the maximum benefit undergraduates need to be well aware when selecting the best internship opportunity.

Management undergraduates have to undergo an internship programme by the end of their academic course before passing out from the universities as degree holders. Students take semesters off from academic to train in different industrial companies. So the importance of an internship programme has become an essential subject to be discussed.

This research is based on the study of factors affecting intention of selecting an internship programme among management faculty undergraduates in Sri Lankan state universities. Therefore, it is necessary to analyze the most significant factors which affects for the undergraduates when selecting an internship programme.

## II. RESEARCH PROBLEM

All most all the academics in management faculties and professionals believe that internships provide a good opportunity to have an insight into the “real world” of business and experience situations that cannot be duplicated in the lecture hall. In addition, there is a doctrine that an internship is a significant avenue for students to obtain permanent jobs (Snyder, 1999). Gault et al. (2000) found some support that internships help with permanent employment. Yet, researches were not found that, firms derive personnel benefits from having an internship program (Marabello, 1991). That is, the internship program does not provide an advantage over hiring permanent employees. In addition, some researchers found that management students who take internships do not gain an advantage in obtaining permanent employment (Ricks et al. 1993). A failure to provide an employment advantage has become a main fact to students for contemplating an internship until a permanent employment is established.

Some research bare witness that socio cultural, economic, and political changes affect the career choices of young people. It is found that the market economy changed the values of university students who put self-interest first over societal interests, and rated money and power as the primary motivators in finding a job (Agarwala T, 2008).

Accordingly, as far as intention of selecting an internship programme are considered, it can be affected by so many variables. Among those organization reputation, ability to gain knowledge & experience, ability to cover professional articles and attractive allowances can be identifying as most influential factors, although there are many researches on these factors and intention of internship programme, due to the mixed nature of research literature there is a need to explore the impact of these factors on intention of selecting an internship programme in the particular context of Sri Lanka.

Therefore, the main purpose of the present study was to identify the most significant factors which are encountered by management faculty undergraduates in Sri Lankan state universities in the process of selecting an internship opportunity.

### III. RESEARCH OBJECTIVES

The objectives of this research study are,

1. To ascertain whether the organization's reputation positively and significantly affects intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.
2. To ascertain whether the ability to gain knowledge and experience positively and significantly affects intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.
3. To ascertain whether the ability to cover professional articles positively and significantly affects intention of selecting an internship programme of management

faculty undergraduates in Sri Lankan state universities.

4. To ascertain whether the attractive allowances positively and significantly affects intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

### IV. SIGNIFICANCE OF THE STUDY

The internship programme is a vital experience for every undergraduate. The benefits of an internship programme extend not just for the students but universities and the industry as well. So being undergraduates it seems essential to focus heavily on internship programmes. Analyzing this research, students would able to gain more knowledge about the issues which are affecting to the undergraduates, when finding a good internship programme

Thus this study is significant for the undergraduates on their future career path. Through this study, undergraduates of universities are able to know the current situation regarding the significant factors that they should consider when finding out a place for their internship career to achieve their future goals and objectives in an effective and efficient way.

The findings also would be helpful for different organizations. Since this study cover the factors influencing the intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities, the findings will be more important for the companies to realize which factors that undergraduates will be considered when selecting their organization as to start their career path. So this will enable companies to do particular modifications to their existence so as to attract more knowledgeable and good undergraduates to their organizations as employees.

In the long term, the findings of the study would help taking measures to make the Sri Lankan industrial sector more demanded, reducing unemployment



Alternative Hypothesis

H1 :There is a positive and significant impact of organization’s reputation on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

H2 : There is a positive and significant impact of ability to gain knowledge and experience on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

H3 : There is a positive and significant impact of ability to cover professional articles on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

H4 : There is a positive and significant impact of attractive allowance on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

A Null Hypothesis is developed to ascertain the validity of the research study on factors influencing intention of selecting an internship programme of students in Management Faculties in Sri Lankan state Universities.

Null Hypothesis (H0)

H01 : There is no positive and significant impact of organization’s reputation on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

H02 : There is no positive and significant impact of ability to gain knowledge and experience on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

H03 : There is no positive and significant impact of ability to cover professional articles on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

H04 : There is no positive and significant impact of attractive allowance on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

*SAMPLING METHOD*

Researcher used stratified random sampling as a sampling technique to select the sample.

Population

The target population for this study was the fourth year management undergraduates in Sri Lankan state universities and it consist of approximately 4280 students representing 2013/2014 academic year.

Sample

The sample selected according to the Morgan’s table produced by (Krejcie and Morgan,1970) and 353 has been given as the appropriate sample size for the population of 4500. Accordingly following equation has been utilized to calculate the sample size of each category proportionately.

Sample Size=

$$(Population\ of\ each\ category/4280) \times 353$$

Structure of the sample which was calculated upon the proportions of the population using the above equation can be illustrated in last decimal place.

Table I Sample Table

Name of the university	2013/14 management batch intake	Proportionate Sample size
Wayamba	351	29
Colombo	423	35
Peradeniya	153	13
Sri Jayewardenepura	1068	88
Kelaniya	349	29
Jaffna	412	34
Ruhuna	320	26
Eastern	197	16
South eastern	122	10
Rajarata	385	32
Sabaragamuwa	372	30
Uva wellassa	128	11
<b>Total</b>	<b>4280</b>	<b>353</b>

*DATA COLLECTION PROCEDURE*

In this research study, questionnaire was used to collect data from each undergraduate and they are ranking Strongly Agree to Strongly Disagree by using 5 point Likert scale. 353 questionnaires were

distributed to undergraduates and questionnaire was designed to measure the factors influencing intention of selecting an internship programme. The questionnaire was developed by using the generalized questionnaire.

**METHOD OF DATA ANALYSIS**

The data which was gathered through the respondents were analyzed through adoption of Statistical Package for Social Sciences (SPSS) version 22. The regression analysis was used to explore the possible impact among several independent and dependent variables.

**VII. DATA PRESENTATION AND ANALYSIS**

According to the research platform, 4280 students were taken as the research population, who had been entered the universities in 2013/14 academic year as management students. Based on the above population, sample size was calculated as 353 with relevant to the Krejcie and Morgan table. So 353 questionnaires were distributed proportionately among 12 universities. However only 284 questionnaires were returned out of 353, representing a response rate of 80.45% (284/353\*100).

*Data of respondents relating to the Gender*

This research question sought to find out the gender distribution of the various respondents in the sample. The results showed that 40% of the respondents were male and 60% of the respondents were female. Female respondents were higher than male respondents by 20%.)

*Descriptive analysis*

The following table shows the results of descriptive analysis.

Table II - Results of descriptive analysis.

	N	Minimum	Maximum	Mean	Std. Deviation
Total consideration of org. reputation when selecting an internship	284	1		4.31	.308
Total consideration of ability to gain knowledge and experience when selecting an internship	284	1	5	4.37	.256
Total consideration of ability cover professional articles when selecting an internship	284	1	5	4.58	.385
Total consideration of attractive allowance when selecting an internship	284	1	5	4.45	.224
Valid N (list wise)	284				

From the result it can be seen that the mean on ability to cover professional articles has the highest (4.58) mean value. And other independent variables are also showing very close mean value among each other.

**Inferential Statistics**

H1 : There is a positive and significant impact of organization’s reputation on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

Table III - Coefficients of organization’s reputation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.782	.243		19.716	.000
	org.reputation	.284	.054	.246	.263	.000

$Y = 4.782 + 0.284 OR$  (OR= organization’s reputation)

As per the table the B value for considering organization’s reputation was 0.284 and significant value was 0.000 (0.05 > 0.000). So the independent variable is statistically significant. Which indicates that the organization’s reputation does show a significant impact on intention of selecting an internship programme. Hence the alternative hypothesis (H1) is accepted.

H2 : There is a positive and significant impact of ability to gain knowledge and experience on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

Table IV - Coefficient of ability to gain knowledge and experience

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.334	.245		17.667	.000
	ability to gain knowledge and experience	.135	.054	.194	1.577	.000

$Y = 4.334 + 0.135 KE$  (KE= ability to gain knowledge and experience)

According to table B value for gaining experience & knowledge is 0.135 and significant value was 0.000 (0.000 < 0.05) which indicate that ability to gain knowledge and experience does show a significant impact on intention of selecting an internship programme.. Hence the alternative hypothesis (H2) is accepted.

H3: There is a positive and significant impact of ability to cover professional articles on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

Table V - Coefficient of ability to cover professional articles

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.993	.247		20.216	.000
	ability to cover professional articles	.143	.054	.216	-1.118	.000

$Y = 4.993 + .143 PA$  (PA= ability to cover professional articles)

Relevant to the above table B value for considering ability to cover professional articles was 0.143 and significant value is 0.000. (0.000 < 0.05). Which means that there is a significant positive impact from ability to cover professional articles on intention of selecting an internship programme. So the alternative hypothesis is accepted. (H3).

H4 : There is a positive and significant impact of attractive allowance on intention of selecting an internship programme of management faculty undergraduates in Sri Lankan state universities.

Table VI - Coefficient of attractive allowance

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.640	.245		18.900	.000
	attractive allowance	.268	.056	.309	3.22	.00

$Y = 4.640 + 0.268 AA$  (AA= attractive allowance)

As per the table, the B value of attractive allowance was 0.268 and the significant value was 0.000 (0.000 < 0.05). Which shows that there is a positive and

significant impact from considering attractive allowances on intention of selecting an internship programme. Due to that the alternative hypothesis is accepted. (H4).

Summary of hypothesis testing

Table VII- Summary of hypothesis testing

Hypothesis	Accept / Reject
Organization's reputation on the intention of internship programme of management faculty undergraduates in Sri Lankan state universities	Accepted the alternative hypothesis
Ability to gain knowledge and experience on the intention of internship programme of management faculty undergraduates in Sri Lankan state universities	Accepted the alternative hypothesis
Ability to cover professional articles on the intention of internship programme of management faculty undergraduates in Sri Lankan state universities	Accepted the alternative hypothesis
Attractive allowance on the intention of internship programme of management faculty undergraduates in Sri Lankan state universities	Accepted the alternative hypothesis

VII. CONCLUSION

This study mainly focused the complex relationships among intention of selecting an internship programme and factors affecting the intention of internship programme. One group of variables was the factors that included organizational reputation, ability to gain knowledge & experience, ability to cove professional articles and attractive allowances. The study found that the four factors positively and significantly affect start-up intention. Based on the results, it can be concluded that organizational

reputation, ability to gain knowledge & experience, ability to cove professional articles and attractive allowances are important factors which affects selection intention of internship programme. Accordingly, four hypotheses established by the study were supported by successfully achieving the objectives of the study.

#### VIII. SUGGESTIONS FOR FUTURE RESEARCH

This study was limited only to the management faculty undergraduates in Sri Lankan state universities, but more studies are essential in other areas in the country for further validation of the results and for the generalization of the results. The sample of the study was limited only to the fourth-year undergraduates in management faculty students in Sri Lankan state universities. Therefore, it is suggested for the future researchers to use wider sample frame for achieving better results. The future studies can be further extended into non managerial students as there are so many other academic courses which differs from management to test whether the findings are varying across different groups. The current study found that organizational reputation, ability to gain knowledge & experience, ability to cove professional articles and attractive allowances are important determinants of selection intention of internship programme. However, the variables were limited only to four factors. The findings of the current study provide signals that it is worth extending future studies for investigating other potential factors which can affect the selection intention of internship programme

It was assumed that the factors tested in this study had more importance in the context of Sri Lankan state universities where the graduates faced many problems due to their unemployment. The current findings supported this assumption and need for further investigation in different contexts of other developing countries.

The study used only one set of variables. This set of factors were not capable of fully explaining the problem in selection intention of internship programme indicating the possibility of having other

factors contributing to the unexplained portion of the problem. Therefore, it is worthwhile investigating wide range of factors in future research such as other individual, social and environmental factors.

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