DE LA SALLE UNIVERSITY

PERCEIVED SUCCESS FACTORS CONSIDERED IN HIRING
DE LA SALLE UNIVERSITY GRADUATES

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ABSTRACT

As prospective graduates of the university, the researchers were interested to know where De La Salle University graduates are in the job world; to gauge their chances in the work market. Few studies have been conducted regarding the general perception of hiring firms of DLSU graduates. Hence, the researchers have undertaken a study on the perceived success factors considered in hiring DLSU graduates. Firstly, interviews with successful 1960’s DLSU graduates determined the factors to which they attribute their success. Next the extent to which the success factors are considered in employing present DLSU graduates was determined. Sixty-one corporations included in the listing of the Career and Placement Office composed the sample of this stage. Each company were sent 3 copies of the survey mailed questionnaire, course through the personnel managers or other contact persons. And lastly, the ranking of DLSU graduates in perceptual factors like personality and school prestige as compared to other prestigious universities was also determined. Sample was confined to 10 corporations. The researchers personally brought the questionnaires to the personnel managers of the corporations and allotted 10 questionnaires for each company. At the end of the data gathering phase, the data obtained were processed and analyzed. Frequencies per factor was determined and trends were analyzed. The use of percentages and the Kendall Coefficient of Concordance W led to the formulation of the following conclusions: (1) Majority of the success factors are important in considering the employment of job applicants; (2) The factors to which DLSU 1960’s graduates attribute their success could still hold true to present graduates; (3) Most of the factors are objective factors while factors like personality and school prestige are subjective or perceptual; (4) DLSU graduates are perceived to be most sociable as compared to Ateneo, UP or UST graduates; (5) DLSU’s prestige is not that definitive; and (6) DLSU’s best be is in the field of computers and marketing.