

# ANALYSIS OF PERSONNEL POTENTIAL FROM THE PERSPECTIVE OF RELATIONSHIP OF THE YOUNG TOWARDS STUDYING

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**Abstract:** *In this study we present an attitude of the young towards studying, values in the society and development of personal career. The study had the goal to define the manner of analysing labour market, value categories and perspective from the angle of university students from Vojvodina. The results of this study point to the fact that the students are aware of the economic situation in Serbia, as well as the problems on labour market. Respondents have expressed the willingness for leaving abroad in order to provide for their existence. They are aware of the knowledge and skills they possess and, in equal percent, pros and cons of reorientation on a particular craft in order to initiate own business. Information of the young in the aspect of trends on labour market, as well as problems in the aspect of employment, significantly affects their choices and orientation on developed and systematically regulated countries. Results of the research confirm previous studies of the same problems and impose the need for finding certain long-term solution in order to keep the young people and establish a good balance on labour market.*

**Keywords:** *the young, studying, perspective, personnel potential, analysis*

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## 1 INTRODUCTION

High education implies a significant segment of a cultural and economic development of the society, especially for developing and transition countries. Investments in education represent investments in the future, both of an individual and society as a whole. Turbulence of labour market in XXI century represents a significant obstacle for the young people and especially generations whose education occurred along with market changes. Permanent employment becomes a rather rare occurrence. Working overtime, working of Saturdays

and Sundays, paying contributions for a part of income or working without contributions paid, not respecting the right to have free days or sick leave, represent only some of the examples of endangering the rights of the workers, as a consequence of high unemployment and difficulties in finding another job. The extent to which the young are familiar with these issues depends on their status, environment, personal interests, manner of informing, etc. Very important is the interaction between the young people in order to acquire new information and knowledge, and thus the meaning of interactive teaching is a modern concept in the future of education. In that way, good personnel is developed, as well as future managers (Arsenijević, 2011). Advanced information technologies have a significant role in finding, analysis and flow of information significant for development and orientation of the career of young people. Knowledge management becomes impossible without the usage of information technologies (Alavi, 2001: 108). Knowledge management is the imperative for young educated people, because their infiltration into highly organized corporations depends on the willingness for constant improvement and sharing the knowledge and information with own colleagues (Alrawi, 2011: 194).

## 2 PREVIOUS STUDIES

Results of studying the interest of the young people for studying and their attitude towards its significance show that the greatest number of the young people sees education as a condition to achieve an easier communication with the world, more rapid progress at work, as well as conditions for a better paid job (70%). Sociological advantage in the aspect of better social reputation and social power, establishment of better interpersonal relations is stressed by 57% of respondents. In the same percentage, the respondents stress the significance of education in the context of economic benefits in the aspect of raising life standard, more successful solving of everyday issues, better health protection (Ilišin, Vrkaš, 2015:36). The results of the study carried out among students are also interesting and they point to the pragmatism of students in the aspect of selecting the faculty according to the market conditions. Students have expressed the attitude that they expect of the studies to enable them material gain and success. In addition to the material, students also expect socio-cultural and socio-prestigious satisfaction after the ending of the studies (Krstić, 2014). The study carried out by the Centre for diaspora from shows a negative tendency of the choice of the young people to leave abroad. 63% of respondents think about going abroad, where 20% of them have taken direct steps in that direction. 31% of respondents believe that they would stay in Serbia if they would be supported to initiate their own business ([www.dijasporanis.com](http://www.dijasporanis.com)).

Education of students represents the condition for the progress of the nation and society in general. Students represent potential highly-qualified managers who will have enough space and freedom to express themselves creatively. The role of the knowledge management is greater and greater and it represents a growing phenomenon (James D. McKeen, 2001). Education process must imply the readiness of the young people to accept novelties. They must develop the ability to adapt and actively accept changes both in education system and in the perspective on labour market and the very work environment (Kastratović, 2016: 75).

## **2.1 Aim of the paper**

The aim of this paper was the analysis of students' attitudes on the significance of high education in the aspect of the development of their career. The aim is also the analysis of personnel potential in the aspect of their flexibility in limiting opportunities of the offer in Serbian market. The aim of this study was also the analysis of the priorities of the young people in the aspect of social-economic life parameters.

## **2.2 Hypotheses**

H1 – there is no statistically significant difference between the young people in the aspect of readiness for reorientation on craft in order to provide for life far away from the original profession. Readiness of the young people for reorientation on some of the crafts represents one of the possible manners to solve the issue of unemployment, especially for the categories of population that is able to work and whose profession is a real surplus on labour market.

H2 – there is no statistically significant difference between the young in the aspect of the attitude and desire to go abroad. Socio-economic situation that represents the constraining factor for the perspective of the young represents a significant reason for the young people deciding to depart to economically developed countries of the Europe and the world.

H3 – there is no statistically significant difference between the young in the aspect of advancement and investment in additional knowledge, everything in order to achieve market-recognizable competitiveness.

H4 –there is no statistically significant difference between the young in the aspect of self-evaluation and satisfaction with knowledge and skills that they possess. The young people are aware of the level of their knowledge and in a critically objective manner they observe their potentials.

H5 – there is no statistically significant difference between the respondents of both genders in the aspect of phenomena examined. The attitude of the young on the significance of studying is similar regardless of the respondents' gender. Emancipation of women represents the process that is overcome in XXI century. The students equally observe both the studies and specialization as a chance for better economic and social integration in society.

## **2.3 Methodology**

In methodological aspect, this study can be defined as empirical study of transversal character. Relevant research data are collected by the technique of survey. The study was carried out on the territory of Vojvodina and it included 412 respondents (students). The study was carried out in the period from 10.04.2017. to 10.05.2017., and it included students in 9 high education institutions (faculties, high schools), 8 faculties and 1 high school. Prior to filling the questionnaire in, the character of the study and all specificities required for proper filling of the questionnaire in were explained to the respondents in details. The study implied a voluntary filling the questionnaires by the students, in which case there were no irregularities that could affect the credibility of data and quality of the study. It was greatly contributed by simplified procedure, introductory remarks and instructions. The obtained research data are subject to the procedures of statistical analysis (descriptive and compara-

tive), in order to make adequate conclusions according to the assumptions expressed as hypotheses. For the processing of data we used Toshiba processor with Windows operating system. The data obtained from the survey were processed by the statistical package for the social scientists SPSS.

On the data collected by the survey, the following statistical procedures were applied: Descriptive analysis, for determining the presence of the studied occurrences in the sample of respondents; t – test, for determination of significance of differences between arithmetic means of two-category variables; univariate analysis of variance (ANOVA), for determining the existence of statistically significant differences between arithmetic means of the categories in case of several categorical variables.

### 3 RESULTS OF THE RESEARCH

Results of the research were subject to descriptive and then also comparative methods of statistics. Independent variables were presented by descriptive statistics in the form of frequency and percentage presence. Dependent variables are subject to the testing of comparative statistical procedure: ANOVA, Independent Samples test, Multiple Comparisons LSD, Compare mean. Dependent variables are subject to descriptive parameters in defining statistically significant differences.

#### 3.1 Results of descriptive statistics

Descriptive indicators are presented in a tabular form with the stress on the transparency and simplicity of the insight into the relation of the occurrences examined.

**Table 1:** Frequencies – Satisfied with knowledge and skills

	Frequency	%
YES	255	61,9
NO	157	38,1
Total	412	100,0

**Table 2:** Frequencies – Reorientation to craft

	Frequency	%
YES	245	59,5
NO	167	40,5
Total	412	100,0

**Table 3:** Frequencies –Going abroad

	Frequency	%
YES	318	77,2
NO	94	22,8
Total	412	100,0

**Table 4:** Frequency–Crucial role in decision on studying

	Frequency	%
Parents	50	12,1
Friend	7	1,7
Acquaintance	7	1,7
Independent	348	84,5
Total	412	100,0

In Table 4 we can see the frequency that points to the fact that crucial role in decision of studying have the students themselves (84,5%), as well as their parents (12,1%). The percentage of those students that made the decision on studying under the impact of some friend (1,7%) of acquaintance (1,7%) is negligible.

**Table 5:** Frequency and presence in percent for the mentioned dependent variables – significance of the diploma

	Frequency	Percent	
Top factor	293	71,1	Personal progress
Top factor	61	14,8	Better salary
Top factor	26	6,3	Easier job
Top factor	21	5,1	Abroad
Top factor	12	2,9	Status
Total	412	100,0	100,0

Based on the values expressed in Table 5 we can see that the students have presented the greatest significance of studying through potential personal progress, as well as potentially better salaries in the future. The least significance was attributed to the factor that defines potentially better status because of the diploma.

### 3.2 Results of comparative statistics

Within comparative statistics we used certain procedures according to the categorization of independent variables. In case of two-category variables, we applied T-test (Independent simple T test), while in case of high-category independent variables we applied the analysis of variance ANOVA.

**Table 6:** Analysis of variance ANOVA – Age

Age		Sum of Squares	df	Mean Square	F	Sig.
Did You attend a course for improving knowledge and skills	Betw. group	4,714	3	1,571	6,806	,000
	With. groups	94,206	408	,231		
	Total	98,920	411			

In order to determine between which subgroups of respondents there exists statistically significant difference we used LSD test of a multiple comparison.

**Table 7:** LSD Test – Age

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.
Did you attend a course for improving knowledge and skills	<20	21-25	,05589	,290
		26-30	,28414*	,001
		>30	,30806*	,001
	21-25	<20	-,05589	,290
		26-30	,22825*	,005
		>30	,25217*	,005

After defining and diagnosis of the statistically significant difference between the subgroups, we applied the comparison of the values of arithmetic means of significantly different subgroups and thus we precisely defined the direction and intensity of diversity.

**Table 8:** Arithmetic mean – Age

Did You attend a course for improving knowledge and skills	Mean
<20	1,6795
21-25	1,6236
26-30	1,3953
>30	1,3714

**Table 9:** Independent Samples Test – Gender

Gender		Levene's Test for Equal. of Varian.		t-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
Status	Eq.var.assumed	1,099	,295	-2,849	,005
	Eq.var. not assumed			-2,799	,005

Based on the results of the Table 9 we can say that there is no statistically significant difference between the respondents of both genders in the aspect of significance of studying regarding the acquiring of a particular status in society.

**Table 10:** Comparison of arithmetic means - Gender

	Pol	N	Mean
Status	M	184	4,0272
	Ž	228	4,3246

By comparing arithmetic means (Table 10), we can conclude that male students attribute somewhat greater significance to the potential social status as one of the reasons for studying than it is the case with female students.

**Table 11:** Analysis of variance ANOVA –Year of studies

Year of studies		F	Sig.
Did You attend a course for improving knowledge and skills	Between Groups	4,848	,001
	Within Groups		
	Total		

ANOVA points to the existence of a statically significant difference between respondents from different years of studies in the aspect of dependent variable: "Did You attend the course for improving knowledge and skills".

It is obvious that there is a statistically significant difference between the students of the first year of studies on one hand and the students of the fourth year of studies and advanced university students on the other hand in the aspect of attending some of the courses for improving knowledge and skills. In addition, we can observe that the students of the second year of studies are significantly different than the students of the fourth year of studies and advanced university students in the aspect of the same variable.

**Table 12:** LSD multiple comparison test – Year of studies

Dependent Variable	(I)Year of studies	(J) Year of studies	Mean Difference (I-J)	Sig.
Did You attend a course for improving knowledge and skills	The first	The second	-,08151	,220
		The third	,02296	,737
		The fourth	,19210*	,007
		Advanced university student	,23112*	,008
	The second	The first	,08151	,220
		The third	,10447	,173
		The fourth	,27362*	,001
		Advanced university student	,31264*	,001

**Table 13:** Comparison of arithmetic means (Year of studies)

Did You attend a course for improving knowledge and skills	Year of studies	Mean
	I	1,6414
	II	1,7229
	III	1,6184
	IV	1,4493
	Advanced univ. student	1,4103

Based on values of arithmetic means presented in Table 13 we can conclude that the students of the fourth year of studies and advanced university students are in a statistically significant value different than the students from lower years of studies in the aspect of attending the courses for the improvement of knowledge and skills.

#### 4 DISCUSSION OF THE RESULTS

For the independent variable „Age“, statistically significant difference between subgroups is observed only in case of the variable: „Did You attend a course for improving knowledge and skills“. Based on the results of LSD test, we can observe that there is a statistically significant difference between the respondents up to 20 years and respondents from the subgroups 26-30 years and >30 years. In addition, we can say that there is a statistically significant difference between the respondents 21-25 years and respondents from the subgroups 26-30 years and >30 years. Values of arithmetic means for the mentioned subgroups point out that the respondents <20 (M 1,6795) and 21-25 years (M 1,6236) have, in a significantly less number, attended some of the courses for improvement of knowledge and skills

in relation to the subcategories 26-30 years (M 1,3953) and >30 years (M 1,3714). Students of high years of studies have more experience and knowledge regarding the importance of personal formal and informal improvement in order to achieve significant personnel competence.

The results of a comparative statistics point that there is no statistically significant difference between the young in the aspect of attitude and desire to go abroad. Results of descriptive statistics reveal that the majority of the young people have a desire to go abroad and secure their existence (77,2%). These results match the previous studies in the aspect of the problems mentioned (Ilišin, Vrkaš, 2015). This research also confirms the research results from the Centre for diaspora from Nis ([www.dijasporanis.com](http://www.dijasporanis.com)), mentioned in the first part of this paper. Social-economic situation that makes a constraining factor for the perspective of the young, represents a significant reason for the choice of young people to go to economically developed countries throughout the Europe and the world. The decision on studying represents one of the most significant decisions that the young people are faced with in their lives. The results of descriptive statistics significantly facilitate the insight in the aspect of making a decision on enrolling the faculty. The highest percentage of respondents have independently made a decision about the faculty they will enrol (84,5%). Significantly less percentage of respondents have accepted the suggestion from their parents and their decision on enrolling certain faculty was adapted to them (12,1%). The percentage that refers to the impact of acquaintances or friends is negligible and it is 1,7%.

Results of the comparative statistics have offered enough information for determination, i.e. refutation of previously set hypotheses.

Results of the comparative statistics confirm the hypothesis H1, which means that there is no statistically significant difference between the young in the aspect of readiness to reorient to the craft in order to provide personal existence outside the original profession. Descriptive statistical data point to the fact that somewhat higher percentage of the studies is ready to acquire the required market competence through the reorientation process (59,5%).

Hypothesis H2 was confirmed because there is no statistically significant difference between the young in the aspect of the attitude and desire to go abroad. The majority of the young have the desire to go abroad and secure their existence (77,2%). Social-economic situation that makes the constraining factor for the perspective of the young people represents a significant reason for the choice of the young to go to economically developed countries of the Europe and the world.

Hypothesis H3 was not conformed because there is a statistically significant difference between the young in the aspect of improvement and investments in additional knowledge. The students of final years have more knowledge and skills acquired through the process of attending the courses than the students of the lower years. During the studies, the young people encounter the possibilities and problems that are available at labour market, and therefore they adapt in the aspect of additional improvement and education. The younger students get the information on high quality and significant courses for the improvement from their colleagues with more experience, mentors or through self-informing.

Hypothesis H4 is confirmed because there is no statistically significant difference between the young in the aspect of self-assessment and satisfaction with knowledge and skills that they possess. Descriptive statistics shows that the majority of respondents is satisfied with their knowledge and skills (61,9% YES ; 38,1% NO). The young are aware of the level of

their knowledge and they, in a critically objective manner, observe their potentials. To what extent they will remain at the level of evaluation or move to the next step in the aspect of personal improvement depends on several factors: motivation, focus, work habits, impact of the colleagues, impact of parents, self-esteem, etc.

Hypothesis H5 was not confirmed because there is no statistically significant difference between the respondents of both genders in the aspect of significance of studying regarding to the acquisition of a certain status in society. Male students attribute somewhat greater significance to the potential social status as one of the reasons for the studies than the female students. Observing the historical context, males have always strived to being well-positioned, to be the leaders and guides. Maybe precisely the emancipation of women and their growing presence and education level have shaken the domination of men and imposed even a greater need for higher positioning.

## 5 CONCLUDING REMARKS

Management of the career represents a significant segment of each individual who wants to be competitive and continuous in a modern liberal economic concept. Variable circumstances and conditions that are valid in labour market, particularly in transition countries, condition the active engagement of the young in the aspect of proper management of personal education and career.

Results of this study point out that major part of students are ready to leave their country and continue the career in a developed country. This trend is noticeable and it represents a serious demographic, educational and economic problem of our country. The research results confirm the results of previous studies of this phenomenon and make an additional warning for the measures required that would reduce and mitigate this trend. Students have a clear perception in the aspect of knowledge and skills that they possess, as well as readiness for the improvement. From the results obtained we can conclude that the students have independently made a decision on studying and the field of studies, where in case of a certain percentage you can observe the impact of parents.

The state could play a significant role in the aspect of information, suggestion, project and material support to the young in order to make them link their education, career and life to our country. Orientation of the young towards the agriculture, tourism and information technologies is a real orientation based on resources and clear perspective in those fields. Orientation of the young must be a priority if we want to stop the negative trend in the aspect of departure of the qualified young people.

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