

Skills Requirement among Food Establishments in Batangas City

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Abstract

The aim of this study is to assess the job requirements in different food establishments in Batangas City. Specifically, it aimed to determine the types of skills requirement of the selected food establishments in terms of technical skills, communication skills and interpersonal skills; assess the skills learned from LPU in terms of technical skills, communication skills and interpersonal skills; test the differences among the requirements from the skills learned from LPU; and propose an action plan based on the result of the study. Descriptive type of research was utilized in the study.

Results showed that the food establishments in Batangas City most preferred employees who possess technical skills, communication skills and interpersonal skills and assessed LPU graduates as excellent in the said skills. The preference of selected food establishments in Batangas City does not differ with the skills possessed by LPU graduates.

Keywords: Technical Skill, Communication Skill, Interpersonal Skill

INTRODUCTION

Job requirements are the specific, definable requirements that reflect the employment needs in any company or establishments. Identified through strategic workforce planning and analysis, they are best understood as the end objectives of the workforce planning efforts. As a whole, they represent the workforce for which the company will need to build an appealing work environment.

The importance of knowing job requirements is very essential to applicants so that they may be able to find a job match for the college program that they have complete to prepare themselves for future employment. The very reason this study was conducted was to determine the work specifications of the popular food establishments, and to equip the students with knowledge and skills in diverse job opportunities.

Applicants are already aware that the first thing to consider when looking for applicants is the job qualifications. A person who wants to apply may find in the job qualifications the personal characteristics, experiences, skills, a person who can provide customer service in a courteous manner, a person's flexibility to work effectively in a changing environment and others looked for. It is important to know exactly what employers look for when hiring full-time employees. In addition to relevant skills, employers seek employees who have the personal values, characteristics, and personality traits that spell success (Festijo, 2012).

Jobs in fast food establishments are typically split between customer service and food preparation posi-

tions (Christensen, 2013).

Good personal values make the foundation for a good employee. A good employee must always have a positive attitude and should always believe in “can do” for everything. If something goes wrong he should not be broken and should come back with the same attitude he had while doing the same work first time. Employers are looking for loyalty at both the supervisor level and overall corporate level. Employers want and need to be able to trust their employees to work professionally to meet the employer’s best interests (Loretto, 2009).

Hard skills are acquired through training and education. Some examples of hard skills are; customer service, accounts payable, accounts receivable, financial analyst, data entry, library science, scientist, counselor, computer technician, executive, CEO, manager, supervisor, programmer, teacher, nurse, sales forecasting, writer, project management, recruitment, and administrative assistant. Hard skills also include academic degrees, pertinent licenses, certifications, and computer lingo. Soft skills, on the other hand, include personality traits or character traits, interpersonal skills and social skills. Soft skills in an individual can be detected by observing their behavior, how well they interact with others, and their ability to effectively lead others. Some examples of soft skills are: communication skills, problem solving skills, analytical skills, facilitation skills, leadership skills, coaching skills, motivation skills, adaptability, articulate, innovative, patient, and competitive spirit (Donata, 2013).

Positive attitude are people who are happy to be working and demonstrate it outwardly. Often, these are the people with a ready and sincere smile. They keep the mood on the positive side even when things go badly. Usually these people have a good sense of humor that adds an enjoyable tone to the work place. They have that elusive “spark” that draws others to them (Pitts, 2009).

Employers are looking for loyalty at both the supervisor level and overall corporate level. Employers want and need to be able to trust their employees to work professionally to meet the employer’s best interests. Employers do not want to hire people who require close scrutiny or who cannot be trusted to represent the company in public (Dykeman, 2007). Positive cultural fit can improve one’s self-esteem and make him or her feel more capable of carrying out the work to the best of his or her ability (Schofield, 2013).

Professionalism, which deals with acting in a responsible and fair manner in all his/her personal and work activities, is seen as a sign of maturity and self-confidence; avoid being petty (Hansen, 2011).

Forbes identified the ten most critical job skills to parlay job search are: Critical Thinking, Complex Problem Solving, Judgment and Decision-Making, Active Listening, Computers and Electronics, Mathematics, Operations and System analysis, Monitoring, Programming, and Sales and marketing (Cassery, 2013).

Grammar is relevant in all companies. Good grammar is credibility, especially on the internet. They are a projection of a person in the person’s physical absence. Good grammar makes good business sense and not just when it comes to hiring writers. Grammar signifies more than just a person’s ability to remember high school English. People who make fewer mistakes on a grammar test also make fewer mistakes when they are doing something completely unrelated to writing, like stocking shelves or labeling parts (Wiens, 2012).

Wiens’ claim that grammar is essential in the workplace. McWhorter said that grammar is not indicative of intelligence or attention to detail but rather a product of one’s education and upbringing. As a result, McWhorter said that those from disadvantaged communities are disproportionately excluded from jobs because

of grammar (McWhorte, 2012).

Participants were slower when they had to switch tasks than when they repeated the same task. With corporate downsizing at an all-time high, employers are looking for employees that can accomplish different tasks with minimal supervision. These individuals are known as multitaskers. Multitasking may be necessary when completing a project, preparing a presentation or meeting a work deadline (Rogers & Monsell, 2005).

Employees who fit well with their organization, coworkers, and supervisor had greater job satisfaction; identified more with their company; were more likely to remain with their organization; were more committed; showed superior job performance. Organizations get a happier, more productive person who is more likely to stay with the company for longer and work hard to help achieve its goals. They also potentially save a huge amount of money in hiring new employees to replace those who leave in despair as a result of poor fit is an expensive business (Kristoff-Brown, et al, 2009).

Exposure to various cultures was actually a better predictor of intercultural communication skills than location in both pre and post test scores (Williams, 2010). The 'well-roundedness' includes graduates' personal characteristics and attributes, the diversity of their experiences and skills, as well as their 'cultural fit' into the workplace (Arkoudis, et al, 2009).

This research is geared towards collecting data through a survey of the management administrators from the selected food establishments in Batangas City, and attempts to measure hard and soft skills employment prerequisites and in the end assessed the compatibility of the skills acquired and learned in LPU as CITHM graduates from that of the job requirements of the establishments.

To justify and assess complete information as to the latest and critical job requirements of food establishments in Batangas City needed so that this study can provide first-hand knowledge for the fresh graduates of International Tourism and Hospitality Management.

Objectives of the Study

The aim of this study is to assess the job requirements in different food establishments in Batangas City. Specifically, it aims to determine the types of job requirements of the selected food establishments in terms of technical skills, communication skills and interpersonal skills; assess the skills learned in LPU in terms of technical skills, communication skills and interpersonal skills; test the differences among job requirements from the skills learned in LPU; and propose an action plan based on the results of the study.

METHODS

Research Design

This study is a descriptive research that surveyed job requirements from operations managers of selected food establishments in Batangas City. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. The methods involved range from the survey, which describes the status quo, the correlation study which investigates the

relationship between variables, to developmental studies which seek to determine changes over time. Job analysis, it is use to gather information to be used in structuring a training program for a particular job (Key, 2007).

Participants

The participants of the study were twenty managers of selected food establishments in Batangas City where there are graduates of Lyceum of the Philippines University- Batangas. The food establishments include the SM City- Batangas Starbucks, Chowking, KFC, McDonalds, Pizza Hut, Flavors of China, Giligans, Gerry's Grill, Bigs Dinner, and the food establishments at P. Burgos St. specifically Jolibee, Greenwich, Chowking, Max's and Goto King, Marinas, Shakeys, and McDonalds (Lawas branch).

Instrument

In obtaining the data for the assessment of the job requirements of the food establishments in Batangas City, the Likert scale method was used, which is a method of ascribing quantitative value to qualitative data, to make it amenable to statistical analysis. A numerical value is assigned for each potential choice and a mean figure for all the responses is computed at the end of the evaluation or survey (Business Dictionary, 2013).

The researcher-designed questionnaire was comprised of two parts. The first part consists of gathered data from the employers who designed the job requirements, while the second part given the assessment of LPU graduates currently working in various food establishments in Batangas City so as verify and assess job match of the students' skills learned in LPU in compliance with the job requirements of the employers of the food establishments.

Procedure

The researchers gathered the primary data from the respondents through an easy to use and understand multiple choice type questionnaires to supplement the analysis and interpretation of the assessment of the research variables in relation to the job requirements of the subject food establishments.

Data Analysis

After the collection of the questionnaire, the answers were tallied, tabulated and analyzed. Statistical tools were used in treating data.

To identify job preference of selected food establishments in Batangas City and assess the skills learned by LPU graduates, weighted mean and ranking was used. Weighted mean is a method which was employed to interpret data from the responses provided. This response was interpreted according to a point scale. Ranking is a descriptive statistics that shows positioned importance of an item.

Independent Sample T-test was used to test the differences on the job preference of selected food establishments in Batangas City with the assessment of skills learned in LPU.

For this particular study the following scales were utilized and assigned, to wit: 4.50 – 5.00: Most Preferred (MP)/Excellent □; 3.50 – 4.49: Slightly Preferred (SP)/ Very Satisfactory (VS); 2.50 – 3.49: Preferred (P)/ Satisfactory (S); 1.50 – 2.49: Less Preferred (LP)/Less Satisfactory (LS); 1.00 – 1.49: Not Preferred (NP)/Not Satisfactory (NS).

RESULTS AND DISCUSSION

Table 1. Job Preference of Selected Food Establishments in Batangas City in terms of Technical Skills (N=20)

Technical Skills	WM	VI	Rank
1. Managerial/Supervisory skills	4.80	MP	6
2. Report Writing Skills	4.90	MP	3.5
3. Inventory skills	4.90	MP	3.5
4. Time keeping	4.90	MP	3.5
5. Warehousing skills	4.40	SP	10
6. Bar Tending skills	4.60	MP	9
7. Room Service skills	4.75	MP	7
8. Food Preparation skills	4.95	MP	1
9. Vocabulary skills	4.90	MP	3.5
10. Machine/Equipment/Appliance Operation skills	4.70	MP	8
Composite Mean	4.78	MP	

Legend: 4.50 - 5.00–Most Preferred(MP) ; 3.50 –4.49 –Slightly Preferred (SP); 2.50 – 3.49 –Preferred (P); 1.50 – 2.49 –Less Preferred (LP); 1.00 – 1.49 –Not Preferred (NP)

Table 1 presents the job preference of selected food establishments in Batangas City in terms of technical skills, where the over-all result shown by the composite mean of 4.78 can verbally be interpreted as Most Preferred. It can be noticed from the table that having food preparation skills was the most preferred having the highest rank, with a weighted mean of 4.95, and is followed by report writing skills, inventory skills, time keeping skills and vocabulary skills, which are of equal rank all having a weighted mean of 3.90 and can be verbally interpreted as “Most Preferred”. However, the lowest in rank and was slightly preferred was having warehousing skills having a weighted mean of 4.40. It implies that the most food establishments in Batangas City prioritized hiring applicants who are more familiar with food preparation followed by applicants who are skilled in writing reports and inventory checks, has typing skills and proficient in their vocabulary. Next to these skills, employers also look upon the skills of the applicants knowledgeable in room service, machine and equipment operation. Warehousing skills are less preferred by food establishments.

Table 2. Job Preference of Selected Food Establishments in Batangas City in terms of Communication Skills (N=20)

Communication Skills	WM	VI	Rank
1. Ability to communicate both orally and in writing	4.95	MP	1.5
2. Being able to speak in public context with confidence and clarity	4.95	MP	1.5
3. Ability to speak and write with clarity and conciseness	4.90	MP	3
4. Get his/her messages across with less chance of misunderstanding	4.70	MP	5
5. Demonstrate a wide vocabulary and Tailor your language	4.80	MP	4
Composite Mean	4.86	MP	

Legend: 4.50 - 5.00–Most Preferred(MP) ; 3.50 –4.49 –Slightly Preferred (SP); 2.50 – 3.49 –Preferred (P); 1.50 – 2.49 –Less Preferred (LP); 1.00 – 1.49 –Not Preferred (NP)

Shown in Table 2 is the job preference of selected food establishments in Batangas City in terms of com-

munication skills, where it can be gleaned that the over-all result shown by the composite mean of 4.86 can be verbally interpreted as most preferred, which revealed that the ability to communicate both orally and in writing and being able to speak in public context with confidence and clarity are the most preferred communication skills by the employers got the highest rank with a weighted mean of 4.95. It was followed by ability to speak and write with clarity and conciseness (4.90); then followed by demonstrate a wide vocabulary and tailor your language, which has a weighted mean of 4.80 that can be verbally interpreted as “Most Preferred”. On the other hand, the lowest in rank, which but also obtained the most preferred verbal interpretation was getting his/her messages across with less chance of misunderstanding with the lowest weighted mean of 4.70.

This implies that employers are very particular about their employees’ ability to communicate both in oral and in writing particularly if coupled with confidence and clearness. The idea is supported by the statements in an article of [skillsyouneed.com](#), (2014) mentioning that employers look for people who communicate well both orally and in writing has the ability to solve problems and make decisions and that presenting information clearly and effectively is a key skill in the work place. Presentation skills are required in almost every modern employment area. This also conforms with the study of Wiens, (2012) that the grammar is essential in the workplace and that of McWhorter, (2012) that claimed that grammar is not indicative of intelligence or attention to detail but rather a product of one’s education and upbringing.

Table 3. Job Preference of Selected Food Establishments in Batangas in terms of Interpersonal Skills (N=20)

Interpersonal skills	WM	VI	Rank
1. Foreign-service oriented	4.55	MP	14
2. Domestic-service oriented	4.90	MP	8
3. Conflict management	4.90	MP	8
4. Creative thinking	4.85	MP	12
5. Flexibility	5.00	MP	1
6. Self-Management	4.95	MP	3.5
7. Self-awareness	4.95	MP	3.5
8. Social awareness	4.90	MP	8
9. Relationship management	4.90	MP	8
10. Problem Solving	4.85	MP	12
11. Listening	4.85	MP	12
12. Demonstrating responsibility	4.90	MP	8
13. Being accountable for actions	4.95	MP	3.5
14. Showing appreciation	4.95	MP	3.5
Composite Mean	4.89	MP	

Legend: 4.50 - 5.00–Most Preferred(MP) ; 3.50 –4.49 –Slightly Preferred (SP); 2.50 – 3.49 –Preferred (P); 1.50 – 2.49 –Less Preferred (LP); 1.00 – 1.49 –Not Preferred (NP)

Table 3 presents the job preference of selected food establishments in Batangas City in terms of interpersonal skills, which revealed that flexibility was the most preferred, having the highest rank and a weighted mean of 5; followed by Self-Management, Self-awareness, Being accountable for actions, and Showing appreciation (4.95). Domestic-service oriented, Conflict management, Social awareness, Relationship management, and Demonstrating responsibility, are all with a weighted mean of 4.90, and interpreted as “Most Preferred”. Next in rank was Creative thinking, Problem Solving, and Listening, all with a weighted mean of 4.85. Noticeably, the

lowest in rank but was also voted most preferred was Foreign service-oriented, having a low weighted mean of 4.55.

Table 4. Assessment on LPU Graduates of Selected Food Establishments in Batangas City in terms of Technical Skills (N=20)

Technical Skills	WM	VI	Rank
1. Managerial/Supervisory skills	4.80	E	6
2. Report Writing Skills	4.90	E	3.5
3. Inventory skills	4.90	E	3.5
4. Time keeping	4.90	E	3.5
5. Warehousing skills	4.40	VS	10
6. Bar Tending skills	4.60	E	9
7. Room Service skills	4.75	E	7
8. Food Preparation skills	4.95	E	1
9. Vocabulary skills	4.90	E	3.5
10. Machine/Equipment/Appliance Operation skills	4.70	E	8
Composite Mean	4.78	E	

Legend: 4.50 - 5.00–Excellent (E); 3.50 –4.49 –Very Satisfactory (VS); 2.50 – 3.49 –Satisfactory(S); 1.50 – 2.49 –Less Satisfactory (LS); 1.00 – 1.49 – Not Satisfactory (NS)

Table 4 shows the assessment of LPU graduates of the job preferences of selected food establishments in Batangas City in terms of technical skills. It has been disclosed that the over-all result as shown by the composite mean of 4.78, interpreted as excellent, revealed that Food Preparation skills is the most preferred having the highest rank and a weighted mean of 4.95; followed by Report Writing Skills, Inventory skills, Time keeping, and Vocabulary skills, all having a weighted mean of 4.90). Next are the Managerial/Supervisory skills (4.80), and then followed by Room Service skills with a weighted mean of 4.75; and Bar Tending skills (4.60). All these technical skills were rated excellent except for the lowest in rank, which is warehousing skills having a weighted mean of 4.40 and verbally interpreted as Very Satisfactory. Based on the assessment of LPU graduates now working in various food establishments, being organized is a requisite for any job that involves other people or working in time frames.

Table 5. Assessment on LPU Graduates of Selected Food Establishments in Batangas City in terms of Communication Skills (N=20)

Communication Skills	WM	VI	Rank
1. Ability to communicate both orally and in writing.	4.95	E	1.5
2. Being able to speak in public context with confidence and clarity.	4.95	E	1.5
3. Ability to speak and write with clarity and conciseness.	4.90	E	3
4. Get his/her messages across with less chance of misunderstanding.	4.70	E	5
5. Demonstrate a wide vocabulary and tailor your language.	4.80	E	4
Composite Mean	4.86	E	

Legend: 4.50 - 5.00–Excellent (E); 3.50 –4.49 –Very Satisfactory (VS); 2.50 – 3.49 –Satisfactory(S); 1.50 – 2.49 –Less Satisfactory (LS); 1.00 – 1.49 – Not Satisfactory (NS)

Table 5 presents the assessment of LPU graduates as to the job preferences of selected food establish-

ments in Batangas City in terms of communication skills where in the over-all result has a composite mean of 4.86 that can verbally be interpreted as Excellent. It also proves that the ability to communicate both verbally and in writing and the ability to speak in public context with confidence and clarity were the most preferred obtaining the highest rank, with a weighted mean of 4.95; followed by ability to speak and write with clarity and conciseness, having a weighted mean of 4.90; and next is demonstrate a wide vocabulary and tailor your language (4.80), Then followed by Get his/her messages across with less chance of misunderstanding with a weighted mean of 4.70 being the lowest in rank although all are verbally interpreted as excellent.

Table 6. Assessment on LPU Graduates of Selected Food Establishments in Batangas City in terms of Interpersonal Skills (N=20)

Interpersonal skills	WM	VI	Rank
1. Foreign-service oriented	4.80	E	9
2. Domestic- service oriented	4.90	E	3.5
3. Conflict management	4.90	E	3.5
4. Creative thinking	4.80	E	9
5. Flexibility	5.00	E	1.5
6. Self-Management	4.85	E	5.5
7. Self-awareness	4.95	E	1.5
8. Social awareness	4.80	E	9
9. Relationship management	4.85	E	5.5
10. Problem Solving	4.75	E	13
11. Listening	4.75	E	13
12. Demonstrating responsibility	4.75	E	13
13. Being accountable for actions	4.80	E	9
14. Showing appreciation	4.80	E	9
Composite Mean	4.83	E	

Legend: 4.50 - 5.00–Excellent; 3.50 –4.49 –Very Satisfactory; 2.50 – 3.49 –Satisfactory; 1.50 – 2.49 –Less Satisfactory; 1.00 – 1.49 – Not Satisfactory

In Table 2.3 the gives assessment of LPU graduates regarding the job preferences of selected food establishments in Batangas City in terms of interpersonal skills, with a composite mean of 4.83 that is interpreted as Excellent. It reveals that Flexibility is the most preferred skill with a weighted mean of 5; followed by Self-awareness, Being accountable for actions, and Showing appreciation (4.95); then followed by Domestic-service oriented and Conflict management, which are all with a weighted mean of 4.90 and verbally can be interpreted as “Excellent”. Next is Self Management and Relationship management with a weighted mean of 4.85.

On the other hand, the lowest in rank still also voted Excellent was Problem solving, Listening and Demonstrating responsibility, having the lowest weighted mean of 4.75, which implied that according the experiences of the respondents, being flexible is first and foremost preference of their employers when it comes to interpersonal skills, which means they expect their employees to have the ability to become well-rounded people, can relate to people and at the same time can work with minimum supervisions and work-out problems on their own. The idea is supported by the statements of Rogers and Monsell, (2005) that employers are looking for employees that can accomplish different tasks with minimal supervision.

Table 7. Differences on the Job Preference of Selected Food Establishments in Batangas City with the Assessment of Skills Learned from LPU

	F	p	D	I
Technical	0.72	0.40	FR	NS
Communication	0.04	0.84	FR	NS
Interpersonal	0.01	0.92	FR	NS

Legend: Significant at p-value < 0.05; R – Rejected; FR – Fail to Reject; S – Significant; NS – Not Significant

It can be observed from the table that there are no differences in the job preference of selected food establishments in Batangas City with the assessment of skills learned in LPU since the computed p-value is greater than 0.05 level of significance. Thus the hypothesis that there are no differences in the job preference of selected food establishments in Batangas City with the assessment of skills learned in LPU is rejected. This implies that the job preferences of the food establishments match with the skills learned in LPU.

It can be summed up that based on the preceding data, the categories all conform with the theory and studies of past researchers that there is no specific rules and standards in hiring employees and that hiring of employees depends on the needs of the company. In this study the food establishments nevertheless having equipped with the right hard and soft skills would help applicants land in a better job, which with is supported by the study of Festijo, (2012), that a person who wants to apply may find in the job qualifications the personal characteristics, experiences, skills, a person who can provide customer service in a courteous manner, a person’s flexibility to work effectively in a changing environment and others. It is important to know exactly what employers look for when hiring full-time employees. In addition to relevant skills, employers seek employees who have the personal values, characteristics, and personality traits that spell success.

In order to address the issues of CITHM students deficiency in the categories that obtained the lowest rank results an action plan is hereby proposed.

Table 4. Action Plan

Objectives	Activities	Persons Involved
Technical Skills To improve the warehousing skills of the CITHM students.	Hands-on training during internship, visitation, educational tours	<ul style="list-style-type: none"> • LPU internship instructors
Communication Skills To develop CITHM student-interns in getting their messages across with less chance of misunderstanding.	Initiating role playing method of instructions inside the classroom	<ul style="list-style-type: none"> • CITHM internship instructors
Interpersonal Skills To promote foreign service orientation skills for CITHM student interns.	Advocating on-the-job-training scheme to foreign employers	<ul style="list-style-type: none"> • LPU internship instructors • Administrators

CONCLUSIONS

Selected food establishments in Batangas City preferred most employees who possess technical skills, communication skills and interpersonal skills. Selected food establishments in Batangas City assessed LPU graduates as excellent in technical skills, communication skills and interpersonal skills. The preference of selected food establishment in Batangas City does not differ with the skills of LPU graduates.

RECOMMENDATIONS

The CITHM may strengthen training and provide more exposure in an actual environment to develop warehousing skills. The CITHM may focus on developing communication skills of students through training and strictly adhering the JEP program. The CITHM may maintain on-the-job-training scheme to foreign employers to develop the Foreign students Service skills. To proposed action plan may be implemented to address the issues pertaining to the assessment of employers of CITHM graduates. Future study may be conducted using other variables to further confirm the results of this study.

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