

**FACTORS INFLUENCING ON SATISFACTION OF INTERNSHIP
PROGRAM OF FACULTY OF COMMERCE AND MANAGEMENT,
EASTERN UNIVERSITY, SRI LANKA**

1524

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ABSTRACT

Internships have been gradually increasing in terms of its incorporation into the academic curriculum of tertiary education providers and have been made compulsory as a requirement for graduation in some parts of the world. Despite its increasing presence and importance, little research has been done on internship satisfaction whereby it has been one area of research that has been largely neglected. The aim of this study is to identify the factors which are influenced on internship satisfaction among undergraduates of Commerce and Management, Eastern University, Sri Lanka.

There were four core factors identified through the literature as predictors of internship satisfaction namely individual factors, university support, job characteristics, and organizational environment. To explore further, a quantitative research involving 200 Commerce and Management undergraduates who had undergone internship in 2014 and 2015 from the Faculty of Commerce and Management, Eastern University, Sri Lanka was conducted. The relationship among variables were evaluated and analyzed with Pearson Correlation analysis and simple regression analysis. Results showed that four factors were good predictors of internship satisfaction (individual factors, university support, job characteristics, and organizational environment). Totally these factors can explain 60% of the variation in the Internship Satisfaction. University support and job characteristics are having the most significant influence on internship satisfaction.

This study provides pointers for the university faculty for a more effective conduct of internship being its first time in implementation, assist employers in their attracting, recruiting, and retaining effort by being aware of undergraduates' expectations of satisfaction and most importantly, helping undergraduates to get the most from their internship and to have a more satisfying internship experience.

Key Words: Internship Satisfaction, Individual Factors, University Support, Job Characteristics and Organizational Environment.

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