

**THE STUDY OF EMPLOYER FEEDBACK ON THE QUALITY
OF THE UNIVERSITY GRADUATES. (SPECIAL REFERENCE
TO FACULTY OF COMMERCE AND MANAGEMENT,
EASTERN UNIVERSITY, SRI LANKA)**

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ABSTRACT

The challenges mentioned above have put in question the role of higher education in terms of the production and distribution of knowledge. suggested, today's well-known universities will become nothing but ancient Critiques of the universities from the point of university students, families, academic staff, managers and executives, employers, and local stake-holders are gradually emerging. It seems that in the new environment, the universities and higher educational institutions will only survive in maintaining their role in society if they take into consideration a rethinking, restructuring, and revitalizing process in order to discover effective strategies .

In order to remain competitive in the world market, corporations must have highly skilled employees who can keep the enterprise economically viable in a global economy. Partnerships between higher education and industry corporations can be a useful strategy in providing workforce training and maintaining knowledgeable employees. In an evaluative case study, studied an existing industry higher education institution partnership. The specific attributes examined included formation activities, communication, and information sharing processes, perceived and actual benefits gained, and challenges that arose and how they were resolved. Data were collected through artifact analysis, an electronic stakeholder survey, and follow-up interviews. Information shared between partners was centered on the curriculum development process and logistics related to launching the certificate program. Benefits realized by both partners were customized training program development, content knowledge, cost savings, problem-solving skills, access to subject matter experts and leading edge products/technology, real life work experience, and increased sales. Challenges realized by both partners were timeliness of communication and project work completion, of clarity of mutually agreed upon goals, and resource availability. The study indicated that the partnership formation process was straightforward based on the industry training needs and the higher education institution expertise. The problems of communication and loss of focus towards goals are likely to be expected.

Keywords: employer survey, graduate quality, feedback, employer satisfaction

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