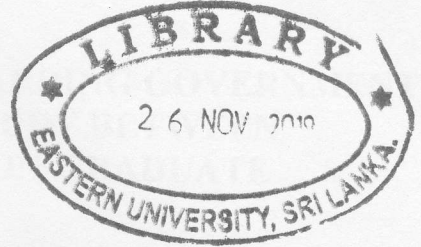
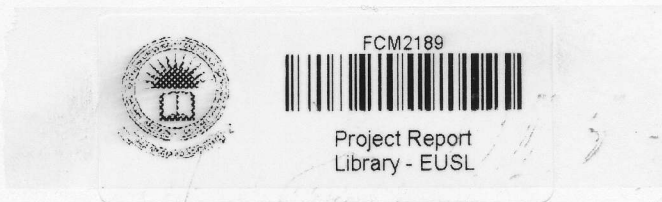


**FACTORS INFLUENCING ON DEMANDING GOVERNMENT
JOBS; A COMPARATIVE STUDY BETWEEN
UNDERGRADUATE AND NON-GRADUATE**



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ABSTRACT

Demanding employment opportunity is the importance for the undergraduate and non-graduate. Therefore, the aim of this studying is to identify the social environment and work environmental influences on demanding employment opportunity from government between undergraduate and non-graduate. There are three variables used in this study which are social environment influence factor and work environmental influence factors (independent variables) and employment opportunity (dependent variable). The social environment influence factors are peer pressure, society and culture, the work environmental influence factors are institution, benefit and current affair. This study is mainly considers primary data. The primary data were collected through closed structure questionnaire from 200 respondents in Batticaloa District. The collected data was analyzed by using, univariate, correlation and regression analysis.

Based on the finding of the study, it concludes that social environment and work environmental influence factors and demanding employment opportunity have high level among respondents. The findings also revealed that social environment and work environmental influence factors are strong positive relationship with demanding employment opportunity. Undergraduate of social environmental work environment concern has the highest impact on demanding employment opportunity consequently, these research findings have provided some useful insight and feedback to undergraduate and non-graduate, industries and Sri Lankan government to improve and understanding of demanding employment opportunity in the future.

Key words: Social environment influence factors, work environmental influence factors, demanding employment opportunity

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