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Correlation between Demand and Satisfaction: A Theory of Negativity and Less-productivity of Human Resources

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Abstract:

The present study describes the correlation between demand and satisfaction in various ways. The present global era has been promoting the world of consumers. The Indians are also changed their mind set according to this. They are inculcating their demand in various ways with consideration of their interest, capacity and circumstances they belong. It is the prime burden to reach their satisfaction and it is cultivating negativity, less-productivity and last of all the drainage of huge human resource. The discussion was led through a study on Management Degree Holders and the result might establish an equation, Demand satisfaction?'

Keywords : Demand, Satisfaction, negativity, human resources

INTRODUCTION :

The Theory of 'Demand and Supply' of Adam Smith(1871) (Skinner, A.S. (1996) is a common basic theory of economics known to all from unlettered to highly educated who has no attachment to the particular subject. It is a basic theory like as salt as cooking ingredient, without which any preparation is almost impossible. In our global era the consumerism has been engulfed to all and the Indians are very much eagerly trying to avail the taste of consumers' world. It has been created a correlation between demand and satisfaction. The demand is a desire and willingness to achieve something while satisfaction never comes with desire fulfillment; it comes only when one has come

out of all the desires (Gregory Berns, 2005). But demand and satisfaction are controlling our society in various ways. We can feel it while its measurement is never possible. So, there is a mismatch between two and it is prime source of inequality and injustice which promotes negativity in mind as well as less productive without praise. For example a new married couple and their family generally expect their first child would be male while it is a biological complex matter and no one is responsible to determine the gender of the future baby. Generally this demand brings agony and negativity when a female baby born. It creates lots of troubles to the mother and her female baby inculcating the traditional belief of deprivation and exploitation which this baby has to bear throughout her life. So, the gender gap is traditional in modern day because the people have wrong connotation that only male can regenerate their family status. So, the investment towards male is a fixed deposit for future and in their connotation male is assets. But we are unfortunate to not think or treat the female as asset rather than liability beyond their guest appearance in their family. The changing notion of female child as asset would surely break the mismatch of demand and satisfaction and it would obviously be remedial strategy to remove the traditional gender gap in the society for equality and justice towards female.

The second example we can get an interesting feedback after schooling of a baby. When the child born the parents and their family members especially

in well off family gossip and fix that their baby would be doctor, engineer or a corporate professional. But they never think about his/her interest/intelligence and so forth. So, from very beginning of his/her educational life he/she has to carry on the light beyond his/her capability. Interestingly he/she faces torture every day and finally after annual performance when he/she fails to meet their parental demand and satisfaction. While after assessment of his/her talent the educational planning might match their demand and satisfaction which may be the healthy planning for healthy future of child. It would be also a proper step to build a nation healthy.

So, if we look every sphere of our family and society the mismatch is the cause of disharmony. Further the Maslow Theory of Hierarchy of Needs (A. H. Maslow (1943) says to reach a particular goal there is a need of proper integration between demand and satisfaction.

In this global corporate world various job oriented education has been flourished throughout the world and a huge younger generation has been turned their mind set to cope it for their healthy future. It has been vividly promoted when the Govt. of India has welcome privatization in education. There are lots of management schools/colleges in our country only to supply the corporate management professional matching with the growing global corporate demand. So, in each and every family specially in urban area or those who have affinity with urban area has made plan to get management education from their time of school leaving. They choose the management education after their graduation as a career. And after completion of management somehow they would enter into the corporate world according to their cultivated dream.

METHOD :

So, the present study has been conducted to examine the correlation between demand and satisfaction in relation to the management educated

personnel in corporate world and how the management degree is fulfilling their demand in reality. Secondly it has guided to know their mental state with future of human resources in our country.

For this purpose 100 young population of Kolkata within the age bracket of 25-30 years and one in four was female had been chosen purposively adopting a simple random sampling. They had been completed their management degree (Master of Business Administration) from different private management colleges/institution under West Bengal University of Technology, Punjab Technical University, etc at Kolkata. They were interacted through informal interview in different places in different time after taking their records from their respective colleges. The interaction and discussion were carried on their past, present and future goal relating to education and job career.

RESULT :

The result showed that participants in this study were of various education backgrounds in their graduate level. Among them, 28% was arts background, out of which 50% of them was female. Forty two percent of them were from commerce background and only 5% was female. Rest of the participants was of science and engineering background where the gender ratio was equal. In addition to the above it was noticed that 40% of them secured 1st class in their graduation.

They had taken admission into Management College through various all India level tests (CAT, MAT, GMAT, etc). But 30% was taken admission under management quota.

During admission into Management College they were satisfied about the prospect of their colleges because they were ensured cent percent job placement and secondly the educational environment was well standard with highly professional faculties.

After completion of their post degree in management all of them had placed in different

Multinational Company only as sale executive. For their sales target they were also doing door to door visit, field work even in public gathering only to sale different products of their particular company. The incentive as well as service benefit was hide and seek and it was dependable to their performance in particular job and their employment was as hire and fire basis. After 6 months of their job career 30% of them was quit from their job and among them 10% was female. They were in depressed because they were in crises to handle their future.

DISCUSSION AND CONCLUSION :

The young generation in this global world was more focused into the consumers' world and they were trying to nurture their interest and hope accordingly. The present education and job market scenario brought their attention with high demand to fit for corporate world. But unfortunately they were realized it after their entrance into the real world. The policy makers and their initiative were the prime hindrance to destroy huge young human

resource. The result shows a mismatch between demand and satisfaction.

So, if we make a correlation between demand and satisfaction as is

Demand $\propto$ Satisfaction

Demand = (k) Satisfaction (K= constant)

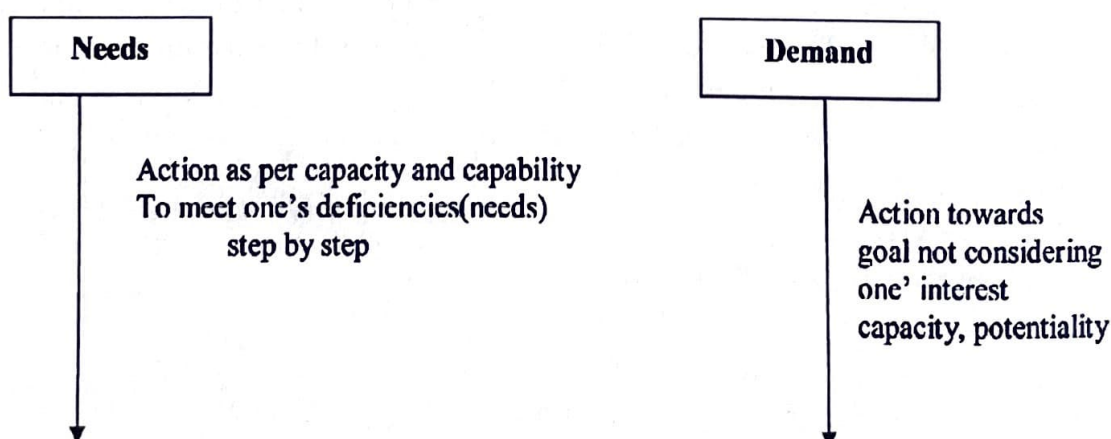
= dissatisfaction (k=dis)

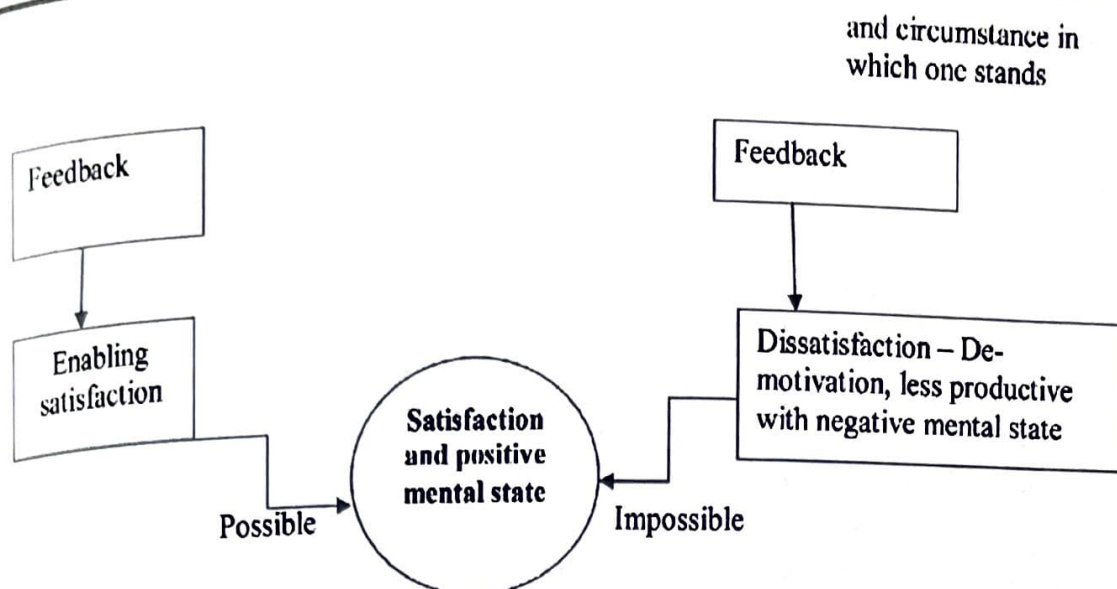
$\propto$ satisfaction?

(Demand is an action for fulfillment of desire towards goal achievement, but it is beyond needs as deficiency and dissatisfaction/ satisfaction?¹ denotes de-motivated and less productivity- negative mental state)

The Maslow's Theory of Hierarchy of Needs explains the action towards satisfaction through fulfillment of needs step by step. The deficiencies of a person push him for action towards fulfillment of physiological needs, then safety needs and third need is to achieve self esteem and last he would turn his needs for self actualization. The effort and efficacy of particular person help to meet his desired needs.

Fig. : 1 Correlation between Demand and Satisfaction in respect of Need





Comparing the above theory we observe that the demand or desirability begins from third step (self esteem) of above theory. His physiological and safety needs have been left as because his demands for self esteem and self actualization and it is the changing aspect of human life in this consumers' world.

But the demand has been inculcated without any consideration of their interest, capacity, intelligence and the circumstance they belong. And it is main aspects in their life for dissatisfaction. As consequence of this they are cultivating negative mental state with de-motivation and less-productivity. Gradually it is negatively directing the pathways of future development of younger

generation. The drainage of huge potential human resources is affecting the prosperity of country in real sense.

So, the agenda should be promoted for a positive correlation between demand and satisfaction. Therefore, it should be a technique to erase inequality in our society when we would be able to bring the match between demand and satisfaction.

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