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Designing and Explaining the Model of Factors Affecting Performance in Market Orientation in the Technical and University of the Iran

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Extended Abstract

The most important factor affecting university market practice is the employment of graduates in the market and, consequently, the improvement of market orientation. Marketing in the educational industry has a special relationship with the employment of graduates in the field of education. Identifying the factors that have been operating on the market and improving the performance of graduates is one of the most important goals of this research. Considering that the topic of performance in the market of different areas of educational planning, macro education in the country, curriculum development, and other subjects is included in the field of interdisciplinary subjects, Different types of educational management, strategic management, engineering, and curriculum designing involve market performance management. Conforming to the space requirement of the problem, this paper presents a three-step process model. Regarding analyzing the dimensions and components identified using the Fuzzy Delphi technique, the structural interpretation analysis of the relationship with the industry and industrial projects plays an important role in market orientation and the matching of academic training and market requirements, as well as the factor of being due to Including the level of well-being and infrastructure of the faculty and the surrounding area has a high impact on the level of performance in the market according to the results of an example of nine universities and colleges.

Keywords: performance-oriented market, university, process models, PLS

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INTRODUCTION

Universities and higher education institutions are continuously considered to be the highest center of thought and science production in the community and play a key role in the scientific excellence and motivating the intellectual, religious, cultural and political movements of the community through the thoughtful presence and activity of thinkers, scholars, scholars and students (Haydarzadeh, 2003). Universities need to evaluate and continuously evaluate their performance in order to fulfill their critical duties and continuous promotion (Hassanzadeh and Ghadiri, 2010). However, one of the important features of any economic system is the tension between the structure of education and employment, and the link between employment and education has always been considered in the economic and social planning simultaneously (Sousani Gharebond et al., 2013). Although the success of the organization in the market is due to the market organization's performance, it can be said that performance is one of the important characteristics of the organization's results (Khodadad Hosseini, 1394).

According to the research summarized in the above, the employment of university graduates and higher education institutions in the market is of great importance as the result of the universities operating in the developing market. In fact, the functional performance of the market out of the factors and indicators in the university is of high importance as a leverage and appropriate planning guide. The most important of these factors can be counted as the result of graduates' employment in the market and, consequently, improving market performance. The identification of these factors, which is the development or performance of the market, is of great importance in policymaking and planning of university administrators and the Ministry of Science. In the case of the discovery of the communication model and the importance of each of these factors, a coherent and efficient program for the growth of universities and the improvement of market performance can be achieved, the importance of this issue in terms of youth employment in a country and the optimization of the educational system and in one word the optimal market performance The graduates are obviously attracted to the study. On the other hand, the technical and professional university of the country, in terms of its mission and policy, is to provide students with the skills to work quickly in order to meet the needs of the industry as the leading and pioneer in this field. Nowadays, due to the wide extent of the university, which includes 173 colleges and colleges for many girls and boys, it can be regarded as a leverage effect on the employment of young people in the country. Therefore, in this research, the university has been selected as a case study based on the importance and sensitivity of the proposed university.

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PURPOSE

According to the above, the main issue of the current research is to investigate the gap between the skills training offered in technical and professional centers (the performance of technical universities in the market) and their lack of conformity with the market needs, as well as increasing the level of unemployment, as well as lack of basic skills and Focused capabilities in the workforce active in the market. However, according to studies conducted in Iran, studies in this field did not identify the components and performance indicators of the technical and professional university in the market; hence the need to develop a native scale for the higher education industry is felt. Also, recognizing various effective factors of universities in the market, trying to develop and improve these factors and providing appropriate policies, not only helps to improve performance in attracting graduates by the market, but also by developing the level of knowledge, increasing employment, reducing the amount of wasting force Human and rising GDP will help improve the country's economic conditions.

Therefore, in this research not only the necessity of examining the market orientation of the technical university is considered, but its components are identified and the infrastructure necessary for success according to the conditions in Iran and its results are examined and answered to this question. That is why some of the skill centers are better than other technical centers / colleges and ultimately a comprehensive model for the technical university units. One of the main goals of this research is to identify the effective factors of the technical and professional university in the market and model the relations between these factors. The goal of this research is the existence of a coherent and integrated model that addresses the requirements and skills of the market to meet the demands and accelerated employment of graduates that provide strategic policy and decision-making to improve the operational level of the current centers. On the other hand, according to research conducted in conjunction with world-class universities, moving to third-generation universities, developing and setting up information technology and virtual education, optimizing budgeting policies, equity between educational centers as well as improving the academic level affordable to Students and other non-conformities and requirements are essential and necessary in order to achieve the highest levels of world-class university education. Modeling and identification without examining different samples from the relatively large statistical society of the technical and vocational college with more than 173 colleges, as well as measuring the strengths and weaknesses of the leading and low-performing centers will not be possible. Another important issue in this research is the modernist theory of the educational industry and the importance of market orientation. According to the definitions given in this theory, employment is one of the most important indicators of the market orientation of the educational industry and universities.

METHODOLOGY

At this stage, firstly, by sending a fuzzy Delphi questionnaire, important criteria are identified and then the weight of the criteria will be calculated using the fuzzy hierarchical analysis method. Then, using clustering techniques, the criteria and identified factors are clustered. After doing this, using the structural equation method in the research model software was analyzed. In the end, an interpretive structural modeling technique is used for modeling.

RESULT

It should be aware that it is impossible to control or eliminate these types of factors in behavioral science research. However, researchers try to identify these factors as much as possible, identify, and take all necessary precautions to reduce them. This research was due to the descriptive nature of the conceptual model, which was faced with a variety of challenges in the light of the current situation in the vocational education and training system. The lack of access to information and data centers as well as the diverse views of experts in this field required an analytical look to respect the validity and reliability of the work. In this research, the design and validation of the communication model between the effective factors identified by the university on the market have been addressed. One of the most important achievements of this research is to achieve the factors that make students work in the market and better market performance. These factors are precisely identified with the real world needs. The model presented in this research is based on three periods before entering the market, when entering the market and after entering the real world market for graduate students. This makes application and optimal use for decision making and strategic planning of experts and managers of educational units.

CONCLUSION

Among the identified factors, we can mention the time of employment, statistical ratios such as the ratio of employment in each field of study, infrastructure, the relationship of the university with the industry, the rehabilitation of the courses and many other factors taken from the state of the educational system of the country, especially the technical and vocational universities. The proposed model is based on structural equation analysis and the validity and reliability of the used fans are demonstrated by the identification of critical criteria to model and its analysis. The model of this research has been analyzed for data collected from the technical and vocational college. The reason for choosing this university is its skill and its programs and its aspirations, which always emphasize the employment and skills required according to market demand.

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Considering the importance of the issue of employment in the country as well as one of the main pillars of economic development in this study, identifying the effective factors of the university on performance in the market and discovering the relationship model between these factors is considered as the main goal of this research. The dimensions and components of the university are divided into two sections within the academic and extra-university sections. In this research, the dimensions and components of the subset of these two sections are identified. The technical and vocational college, as a college student, has always sought to educate students in order to measure market needs, and cares about more employment than other universities. In this research, this university is considered as a case study. On the other hand, since this university has nearly 173 colleges / centers all over the country, it is not possible to review all these centers due to the time limit and 9 centers will be targeted. One of the most important goals in this research is to identify the effective factors that lead to growth and development in graduate employment at different faculties.

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