



ORIGINAL RESEARCH PAPER

Arts

THE ROLE OF SOFT SKILLS IN ENHANCING EMPLOYABILITY

KEY WORDS: Employees, Attitude, Corporate World, Interaction

Dr. Parmar Shubhda

B.A., B.Ed, M.A, Ph.D

ABSTRACT

Soft skills are career qualities, which are not easy to both master and measure, such as ability to communicate, solve problems, work under stress, team skill, decision making skill, leadership skill, self motivation skill, time management skill, ethics, etc. Today soft skills widely referred to as employability skill. Employers believe soft skills as employability skills owing to the reality they are needed to have a harmonious connection with co-workers and customers. An employee's job concert and career success are contingent on the successful utilization of soft skills. In this time of globalization, there is a problem of employability due to the lack of soft skills. Soft skills help students to develop personal qualities, lifestyle and approaches to work together with others.

INTRODUCTION:

Soft skills help to increase the ability of individuals to efficiently work in a global business environment and ensure successful use of domain knowledge in actual practice. To develop the employability of job-seekers, soft skills have a vital role to play. However, the value of soft skills has always been sidelined in the Indian context for the need of other core technical skills. In fact sometimes soft skills may be more important in the long run than hard skills. In any job, the skill to deal with people effectively and politely can determine professional success. It is often said that hard skills will move one up to an interview but one needs soft skills to get a job and help to keep the job. Personal habits, optimism, personality traits, linguistic skills, friendliness and social abilities of a person absolutely mark people to varying degrees at the workplace. These soft skills are an important part of an individual's role to the success of an organisation.

In 21st century, many employers have a lack of soft skills, among graduates from educational institutions. Most of the missed are communication skills, which ranks high on the list of "Missing Skills," for graduates to enter the corporate world. Most of the graduates are academically talented and done their graduates with good marks, but lack soft skills such as verbal skills, numerical reasoning and team working.

Hurrell, Scholarios, & Thompson, (2012) said that, "Soft skills have been defined in different context and included different perspectives, as per various authors at various times. Soft skills are nontechnical and not reliant on abstract reasoning, involving interpersonal and intrapersonal abilities to facilitate mastered performance in particular contexts."

• Soft Skills and Employability:

It has been highlights that soft skills play a fundamental role in increasing the chances of the candidates to get an employment. Technically, it helps the candidate develop its employability skills. Keller et al. (2011) claimed that employability skills are a classification of attributes and skills, in which attributes speak to non- skill related behaviours and attitudes, while skills refer to the ability to carry out a technical task. It has been claimed that integration of soft skills into the business curriculum promotes hiring of students in today's workforce.

Tribble (2009) defined, "soft skills as those competencies related to the people skills that foster good working relations with others as a team player in order to satisfy customers. There are many subsets of soft skills. Tribble claimed that skills related to self-improvement, interpersonal relations, communications, career preparation, leadership, teamwork, self-discipline, self-confidence, good work ethic, and showing courtesy are viewed as soft skills."

• Advantages of Soft Skills:

Soft skills, often called people skills or emotional intelligence, are defined as the aptitude to interact cordially with others. Soft skills are personal attributes that can affect relationships, communication, and interaction with others.

Soft skills are a necessary part of finding, attracting, and retaining. Highly-developed presentation skills, networking abilities, and etiquette awareness can help person for better work. Honing your abilities to resolve conflicts, solve problems, and provide excellent customer service can guide to stronger relationships with colleagues, vendors, and other professional contacts. Ultimately, well-built soft skills can help you increase confidence—an important trait in the business world.

On the other hand, a lack of soft skills can limit of person's potential, or even be the downfall of his/her work. By well-built leadership, teamwork, and communication abilities, person can run projects more smoothly, deliver results that please everyone, and even positively influence his/her. With help of soft skill person also improving how you interact with others. Because communication is perform very role to develop personality of person.

• Employability of Soft Skills:

Seetha (2013) indicated that one of the main reasons of low employability among graduates is a lack of mastering the soft skills. Robles, (2012) "Soft skills are employability skills that are transferrable in many jobs. Employability skills are a set of fundamental skills and behaviours that are immensely basic for all kind of job." Kumar, (2014) "The term employable skill is often misunderstood by most of the educational institutions and confused by communication skill."

According to Hillage and Pollard (1998), in simple terms, "employability is about being capable of getting and keeping fulfilling work". More comprehensively Hillage and Pollard (1998) "continues, employability is the capability to move self-sufficiently within the labour market to realize potential through sustainable employment".

• The Importance of Soft Skills:

Soft skills are needed in all places and special in business areas. Developing each soft skill comes with its own advantages, for instance, improving communication will help your employees interact more effectively and improvements in time-management can enhance productivity.

There are also general benefits of employability developing their soft skills:

Improved Teamwork

Team work is important part of work place achievement. In the

team small number of members with complementary skills , all have general purpose , and success in common goal. Team work skills include the combine of interactive, problem solving skill, communication skill, common task done in the group with full of success. In the team composed variety of emotion and social needs , so team can either frustrate or help to meet.

Innovative Thinking

Innovative thinking and ideas are very important for best work . Because innovative person have lots of changes for do various work on different places. Innovative thinking is coming with new ideas this thing help for employability.

Adaptability

The adaptability for any business is very important. The ability to bring modify, at individual and clerical level according to the demands of the changing global economy. The ability to learn latest skills speedily and to adjust easily to new responsibilities, changes in business needs and main concern.

Presentation Skills

Here with the help of presentation skills employers are coming with good effort. The first impression of the candidate and about his/her is depending on presentation skills. Presentation techniques like, effective communication, providing the reality and data, highlighting the exclusive selling points. Usually professional presentation verbally, with pen and paper as well as with the electronic media. Use of business vocabulary and present market analysis is part of successful presentation skills.

Organizing Skills

Soft skills pointers like time management and goal setting skill is crucially required. There are positive tasks and targets for employers. At that time employers must be able to plan their time well. Goal setting skills: meeting set targets, do work in given time frame, organize different work on time, time for work success. Specially sets the target at personal level for performing the tasks.

Learning Skills

Regular learning, is necessary in today's business world. With learning skills as employers comes willingness to learn about the business deeply know about it. Now days learning and practice are very important in day to day life.

Working Well with Other People:

The skills required to work fine with other people are known as interpersonal skills.

Interpersonal skills are the life skills. To effectively communication and cooperate with another person at that time needs of interpersonal skills. Here person are interacting with other people in individual or group. Specially for employers, this skill is very important. Because with help of interpersonal skills an employee will be effectively communicate with his/her clients, customers in the work place. In the interpersonal skill to effectively translating and conveying information.

There are a range of areas covered by interpersonal skills, including:

Emotional Intelligence: the skill to recognise, understand and manage your own and others' emotions and use them positively to get the desired outcomes.

Negotiation, Persuasion and Influencing Skills: these skills all relate to finding equally delightful solutions to problems or situations, whether by persuading others that your solution is best or finding a better option by sharing ideas.

Conflict Resolution and Mediation: this skill required to make your mind up disagreements in a positive way, whether your own disagreements or those involving other people. These skills are often underrated until there is a problem.

If person are not sure whether they need to work on his/her interpersonal skills or which particular areas to target, they may find it helpful to take our interpersonal skills self assessment to find out that person's strengths and weakness in this area. This will allow you to focus on particular areas that need further development.

• **Being Reliable and Dependable:**

Being reliable is using person's initiative to identify where work needs doing, and getting on and doing it. Daniel Coleman, said that "who developed the concept of emotional, intelligence, identified initiative as a key part of self motivation. He defined it as readiness to act on opportunities .To develop your ability to use your initiative, you may find it helpful to work on some techniques for creative thinking, which are also helpful in addressing the final area".

• **A Willingness to Learn:**

A willingness to learn means being open to new ideas and experiences, and always looking to improve your skills and knowledge.

Change is a regular in most workplaces and the most valuable employees are those who embrace personal change and identify that it offers more opportunities than threats. Employers generally want people who are resilient and adaptable and flexible another key part of self regulation and emotional intelligence.

CONCLUSION:

Soft skills refer to a broad set of skills, competencies, behaviours, attitudes, and personal qualities that enable the person to interact and present successfully, work well with others, perform well, and complete their goals. These skills must be present in every individual working within the framework of the organisation because these can only help in building up the relationships with good confidence and dedication towards the target and can lead to the achievement of the target efficiently and effectively. They also contribute towards the situational awareness and the facility to read and tackle a situation. Soft skills are required at each and every step of the life for betterment and achievement. Soft skills are a key part of successfully obtaining employment as well as keeping it.

REFERENCES

1. Acemoglu, D. and Author, D.: 2011, Skills, tasks and technologies: Implications for employment and earnings, Handbook of labour economics 4, 1043-1171.
2. Ba aran, .E. (2000). Organizational behaviour, production power of human. Third Rewriting. Ankara: Bilim Kitap.
3. Casner-Lotto, J. and Barrington, L.: 2006, Are They Really Ready to Work? Employers' Perspectives on the Basic Knowledge and Applied Skills of New Entrants to the 21st Century US Workforce., ERIC.
4. Gao, C. (2011). The role of face-to-face interpersonal communication with different social networks in the development of intercultural communication competence.
5. Korkut, F. (1996a). Development of the communication skills scale: reliability and validity studies. Journal of Psychological Counselling and Guidance, 2(7), 18-23
6. Kim, B., Williams, R., & Dattilo, J. (2002, Summer). Students' perception of interactive learning modules. Journal of Research on Technology in Education, 34(4), 453-474.
7. Salovey, P. and Mayer, J. D.: 1990, Emotional intelligence, Imagination, cognition and personality 9(3), 185-211