

FACTORS AFFECTING STUDENTS' ACADEMIC PERFORMANCE: A STUDY ON MANAGEMENT STUDENTS IN BHUBANESWAR

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ABSTRACT

This study aims at determining the academic performance of management students studying in Bhubaneswar. The sample consists of 490 students across various colleges in Bhubaneswar providing management courses MBA & BBA. The various factors that we have considered to determine student's performance are educational background, time spent on social media, time spent on OTT, attendance in classes, study hours, etc. It has been found that the most significant factors contributing towards academic performance of management students are time spent on social media, time spent on OTT, attendance percentage in class, study hours they engage themselves in and board from which they have passed their schooling.

KEYWORDS: *Student's Performance, Ott, Social Media, Educational Background.*

INTRODUCTION:

Education is the most powerful weapon which can be used to change the world. Without education there is no future. A good education is a foundation for better future. A country's social and economic development depends on its education system and student's academic performance. Students are most essential assets of a country. Today many scholars from our country are representing world renowned Institutions and organizations. IITs and IIMs of our country are recognized as top ranking Institutions and have produced many such scholars who are leading global organizations.

With increasing facilities students are performing well. But due to development in technology, emergence of smart phones and availability of social media sites like face book, whatsapp, instagram have a negative impact on student's academic performance. Students are spending

more time in social media and playing games; which is hampering the studies of students. This study is aimed at investigating the effect of such factors on student's academic performance.

A study of the literature in this area revealed that the factors affecting student performance are gender, high school grade, student's parental education, financial background, medium of teaching, student's family status, student's previous semester marks, assignment performance, attendance in class, interest in particular course, engage time & family support for study, accommodation type, parent's occupation, parent's qualification. In this study we have considered factors such as educational background, time spend in social media, time spent on OTT, accommodation type, class attendance, study hours, etc.

The remainder of the study is designed as follows: section 2 represents literature review, section 3 comprises objectives, section 4 describes methodology, section 5 is about results & data analysis, in section 4 we present conclusion.

Literature Review:

Pedrosa et.al (2006) in their study on social and educational background pointed out that Students from lower socioeconomic and educational backgrounds, who make up the majority of the student body, performed somewhat better than students from higher socioeconomic and educational backgrounds.

According to Haist et al.'s research [6], males outperformed women in some contexts while women outperformed men in others as far as academic performance is concerned.

Researchers Robert and Sampson (2011) found that students who actively engage in the learning process tend to have higher cumulative grade point averages (CGPAs).

According to Raychauduri et al. (2010), numerous studies have been completed to identify the factors affecting students' academic performance. The socioeconomic factors that affect kids' academic performance include their involvement in class, family income, the teacher-to-student ratio, the availability of trained teachers in the classroom, and their gender.

Woodfield and Earl-Novell ascribed this in part to the fact that female students are more committed to their academics and are hence less likely to miss class.

Tahir, S., and Naqvi, S. R. (2006) investigated the relationship between family income and students' performance. Socioeconomic factors, such as participation in class, family income, teacher-to-student ratio, availability of qualified teachers in the classroom, parents' educational backgrounds, distance from school, and gender of the students also affect students' performance.

Objective:

The specific objective of this study is to identify the important factors that affect academic performance of management students. We have taken a few factors like educational background, time spend on social media and OTT, accommodation type of the students, attendance percentage in class, study hours they engage themselves and board from which they have passed their schooling.

1. To identify which factors are significant for academic performance of management students.
2. To check whether social media and OTT have significant impact on students' performance.

3. To find out whether accommodation type, schooling, educational background, attendance in class and study hours maintained have significant impact on students' performance.
4. To identify which factors positively contribute and which do not.

Methodology:

For this study we have taken a sample size of 490 from different management schools of Bhubaneswar. BBA and MBA students have been considered for this study. For selecting the sampling units we have used a convenience sampling method. We have used a regression analysis in this study to identify the important factors contributing towards students' academic performance. Grade points in the last exam is considered as the dependent factor and educational background, time spend on social media and OTT, accommodation type of the students, attendance percentage in class, study hours they engage themselves and board from which they have passed their schooling are taken as independent factors.

Analysis and Interpretation:

In this study we have taken the following independent variables:

Educational background (Science, Arts, Commerce, BBA, B. Tech)

Time spent on social media (less than 2hrs, 2hrs to 4hrs, More than 4hrs)

Time spent on OTT (less than 1hr, 1hr to 2hrs, More than 2hrs)

Accommodation type (Hostelite, Day Scholar)

Attendance in classes (75% to 80%, More than 80%)

Study hours (Less than 2hrs, 2hrs to 4hrs, More than 4hrs)

Board from which schooling was completed (ICSE/CBSE, State)

The dependent variable is:

Grade Point

Table 1

<i>Regression Statistics</i>	
Multiple R	0.815199756
R Square	0.664550643
Adjusted R Square	0.638460137
Standard Error	0.802067226
Observations	490

Table 1 above depicts regression statistics where R square value is 66.45% which indicates that 66.45% of the variation in dependent variable is explained by the independent variables. Table 2 below indicates the significance of the model. The value of significance is 0.0000, that indicates that the model is good and there exist a significant relationship between the dependent and independent variable.

Table 2

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	7	114.7004624	16.38578034	25.47097604	7.4859E-19
Residual	482	310.0763	0.643311835		
Total	489	172.5985276			

Table 3

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	8.7482252	0.78949	11.0807	1.6725E-18	7.17975	10.316
Education_Background	-0.0121450	0.07996	0.15187	0.879623	0.17101	0.14672
Time_Socialmedia	-0.6817919	0.13379	5.09587	0.00000	0.94759	0.41598
Time_OTT	-0.3305687	0.11591	2.85178	0.005391	0.56085	0.10028
Accommodation	0.1119725	0.16717	0.66979	0.504704	0.22014	0.44409
Attendance	0.5084335	0.23130	2.19811	0.030506	0.04890	0.96795
Study_Hrs	0.4172027	0.15330	2.72130	0.007806	0.11262	0.72177
Board	-0.4462708	0.14903	2.99431	0.003551	0.74236	0.15017

Table 3 above represents p values of all the independent variables. We can see from the table that p values for time spent on social media, time spent on OTT, attendance, study hours maintained and board from which the students passed their schooling are significant because their values are less than 0.05. Whereas educational background and accommodation type are not significant factors as their p values are more than 0.05.

CONCLUSION:

From this study it has been found that the most significant factors contributing towards academic performance of management students are time spent on social media, time spent on OTT, attendance percentage in class, study hours they engage themselves in and board from which they have passed their schooling. Time spent on social media, time spent on OTT and board from where they had schooling have negative coefficients. That means the more time students spent on OTT and social media the more negative would be the impact on their academic performance. It is also seen that students from state boards have low academic performance as compared to students of ICSE/ CBSE. Attendance and study hours have a positive impact on academic performance as they have positive coefficients which can be seen from the table 3 in analysis section above. Whereas educational background and accommodation type have no significant impact on students' academic performance.

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