

THE ROLE OF THE HIGHER EDUCATION IN CAREER DEVELOPMENT AND EMPLOYERS PERCEPTIONS: A RESEARCH FIELD

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Abstract

The importance of the education in the knowledge society has increased with the globalization process and qualified human resources have begun to create a driving force for economic development. Drastic changes in the production technology and management approach have revealed foregone conclusion of shrinking the size of the volume clumsiness in creating job descriptions and competence development in the focus area. This result has given more importance to skilled labor and all countries have led to new searches for qualified labor force training. Increasing and improving the quality of education level has become an inevitable strategy as a way to gain the competencies required by knowledge society.

In this study, employers' perceptions of the role of higher education in recruitment are discussed as a field research in Çorum city to assist in career planning of university graduates.

Key Words: Career development, Higher education, Knowledge society.