

Methodology



Urban Pulse is a biannual supplement of *The Hindu Business Line*, with each issue looking at a particular theme. The focus of the current issue is Young Executives.

The study covered two segments; executives with one year's experience and those with five years (between 48 and 60 months) of work experience.

The respondents were drawn from the technical and management streams from both the public and private sectors. While 11 per cent of the respondents were from the public sector, 89 per cent were from the private sector.

Technical jobs in the context of this study refer to those occupations which involve special skills or expertise such as software development, R&D and auditing. Managerial jobs are defined as those which involve management of resources and cover areas

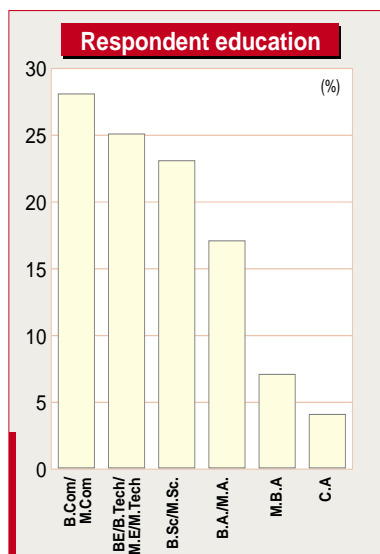
such as marketing, advertising and management consultancy.

The average age of the respondents was 27 years, with 90 per cent of them falling in the 21 to 30 age group. As the chart shows 28 per cent of the respondents possessed a B.Com or M.Com degree, while those from the engineering stream accounted for 25 per cent and those with a background in science accounted for 23 per cent. MBAs and CAs together made up 11 per cent of the sample.

Deciding who fell within the ambit of the term 'young executive' was a difficult call as there is a certain amount of ambiguity about the description of who an 'executive' is. This study considered men and women whose jobs involved a certain degree of responsibility and decision making; thus job content rather than designation alone was the guiding factor. The table below

will provide an insight into the kind of functions performed by the respondents.

The study, done over February - April 1999, looked at young executives in four cities: Bangalore, Chennai, Mumbai and New Delhi, and involved a three-stage process with both qualitative and quantitative components. The views of over a thousand respondents from different industries were gathered through detailed interviews supplemented by several focus group discussions. The results of this process were crystallised to obtain an overview of the attitude of young executives to a host of issues ranging from their jobs and compensation packages to their holidaying habits and spending patterns. ■



Respondent Job Profile (%)

Designation	All Chennai	Mumbai	B'lore	Delhi	
Sys./Sw/					
Sr. Hw/Engg*	13	20	6	14	9
Engg. (Others)	9	9	8	14	5
Accounts Mgr.	11	5	19	9	14
Marketing Mgr.	7	5	7	8	8
Manager (Others)	9	6	10	13	9
Officer/Exec. Officer	7	5	22	4	6
Senior Executive	5	4	4	11	3
Sales Executive	5	5	8	3	4
Senior Programmer	4	2	1	2	7
Others	30	39	10	15	35

*Sys: System Engineer Sw: Software Engineer
Sr. Hw: Senior Hardware Engineer