

AN INVESTIGATIVE STUDY ON KDU UNIVERSITY COLLEGE CULINARY GRADUATES' RETENTION FROM THE FOOD SERVICE INDUSTRY IN MALAYSIA

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AIM:

To explore the possible factors that lead to the phenomena of culinary graduates' sustainability to remain in the food service industry locally.

OBJECTIVES:

1. to explore students' expectations of working in the culinary industry
2. to identify graduates' perceptions of working in the local food service industry
3. to investigate the factors for graduates to leave the local food service industry
4. to analyze the effectiveness of the culinary institutions in preparing students for the reality of the working environment.

RATIONALE:

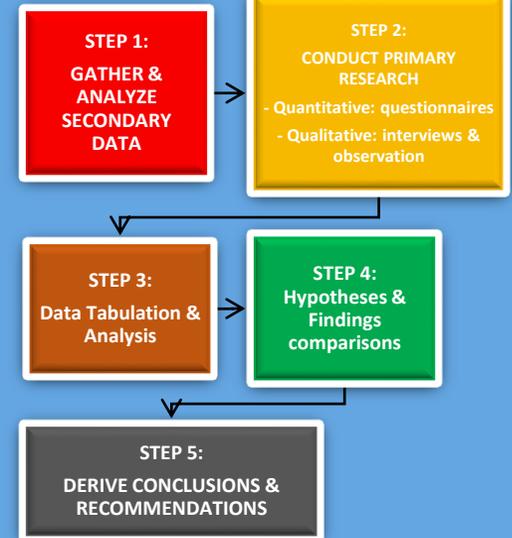
The rate of culinary graduates decided not to remain in the local food service industry is alarmingly increasing as the years progressed since the author started teaching culinary programs in KDU University College Glenmarie Campus in Kuala Lumpur, Malaysia. This observation and experience are the base of the intention in which the author refers to when initiating this research.



LITERATURE REVIEW:

Various mass media broadcast programs featuring celebrity chefs encourage the general public to explore different cuisines and enjoy the pleasure of food (Pratten, 2003). However, authors Brown, Arendt, and Bosselman in their journal suggests that the reason hospitality graduates abandon working in the industry is possibly because of they did not have the realization of what the industry required of them (Brown et al., 2013).

METHODOLOGY:



ANTICIPATED FINDINGS:

The inability to understand the real-work experience, such harsh environment and low-salary led the culinary graduates to leave the industry.

REFERENCES:

- Brown, E., Arendt, S. and Bosselman, R. (2018). Hospitality management graduates' perceptions of career factor importance and career factor experience. [online] [http://file:///C:/Users/User/Desktop/MBA%20Stuff/Business%20Research%20Methods/resources/1-s2.0-S0278431913001448-main%20\(Science%20Direct\).pdf](http://file:///C:/Users/User/Desktop/MBA%20Stuff/Business%20Research%20Methods/resources/1-s2.0-S0278431913001448-main%20(Science%20Direct).pdf).
- Brown, E., Thomas, N. and Bosselman, R. (2018). Are they leaving or staying: A qualitative analysis of turnover issues for Generation Y hospitality employees with a hospitality education? [online] International Journal of Hospitality Management <http://file:///C:/Users/User/Desktop/MBA%20Stuff/Business%20Research%20Methods/resources/1-s2.0-S0278431915000183-main.pdf>