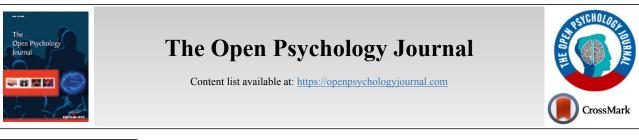
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RESEARCH ARTICLE

Assessing the Influence of Graduate Characteristics on Employer Satisfaction: A Multi-dimensional Analysis

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Abstract:

Introduction:

Developing countries around the world are facing a surplus of availability of labour compared to the demand in the markets. But the paradox is that the labour supply lacks the employable characteristics that are expected by organizations.

Methods:

Hence it becomes indispensable for employers to be able to hire the most employable graduates out of the available pool of candidates, especially in the context of soft skills like personality, emotional intelligence, and kinesics (non-verbal communication).

Results:

The present study has tried to assess the impact of emotional intelligence, personality traits, and kinesics on the satisfaction level of employers while hiring graduates. Model fit indices (CMIN/DF= 2.43 to 4.22, GFI= 0.90 to 0.95, NFI= 0.90 to 0.933, CFI= 0.920 to 0.951, RMSEA = 0.047 to 0.075) indicate a good model fit. It was established that personality traits had the strongest relationship with employer satisfaction, followed by emotional intelligence and kinesics. All three variables emerged as significant.

Conclusion:

The results from this have practical implications for employers and help them in making an informed choice while hiring prospective candidates.

Keywords: Personality traits, Emotional intelligence, Kinesics, Employer satisfaction, Multi-dimensional, Paradox.

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1. INTRODUCTION

Employee job satisfaction and competencies continue to be the most explored theoretical constructs in organizational and industrial psychology [1 - 4]. Changes were proposed in statistical assessments, measuring potential predictors and outcomes over time but still, the arguments that underlie this literature remained constant. Job satisfaction was explored around performance, work-family conflict, organizational culture, and life satisfaction as a whole [5 - 7]. The present study took the flip side of the psychological contract which is employer satisfaction while hiring. The study tried to explore the impact of personality traits, kinesics, and emotional intelligence on employer satisfaction in the process of recruiting potential employees, especially graduates. It is indeed important to have certain criteria for hiring people to meet the employers' expectations as employers across all industries have certain parameters based on which they hire [8].

There is a surplus of labour supply compared to the demand in the market. Hence it becomes indispensable for employers to hire the best talent [9]. Human capital, when well encouraged, grows with time and becomes a competitive advantage of the organisation [10, 11]. The foundation of human capital management in an organization continues to be an effective recruitment process and that is the reason all organizations are focused on talent shortages, high attrition rates, and strong recruitment processes in place [9, 12]. The implications are even greater for a developing country like India where recruitment can be used as a weapon for enhancing its demographic dividend in organizations [9, 12, 13] Hence it is immensely important for employers to have a deep understanding of the behaviour of people while making

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decisions for hiring them. Moreover, it is pertinent to note that every individual is different in terms of personality, communication, and capabilities [10]. As workers contribute their entire active working hours in a day for the organization, the organization must also take steps in contributing in providing positive work culture, motivation, appreciation, and ultimately work-life balance [14]. To create a positive workplace the organization needs to look for some basic qualities within an individual and that must start from the hiring process.

According to a study by Anderson and Shackleton [15], sometimes the hiring is based on the interviewer's decisionmaking which may be impacted due to three dysfunctions namely, personal liking bias, similar-to-me effect, and prototype bias. At other times the alignment of a candidate's knowledge, skills, and abilities with the job description has been considered the key criteria [9, 16]. Studies have brought out the importance of personality attributes in addition to screening technical knowledge, skills, and abilities. The study said that many times employers only hire for the job rather than hiring for the organization which means the person-toorganization fit should be considered. This means going beyond the traditional technical skills into the personality dimensions [17, 18].

This also includes communication through verbal and nonverbal modes. This has been referred to as kinesics in psychology by Ray Birdwhistell, who first used the term in 1952. It is the understanding of bodily movements like expressions seen on the face and gesticulations. Kinesics is non-verbal communication which is a vital part of the communication process that happens between the potential employee and supervisor. It is immensely important for an employee. Personality traits and attributes of a potential employee. Personality traits and attributes determine the holistic outlook of an individual towards his external environment and that also reflects in how the person feels about his/her job.

The literature review for the present study was conducted from the perspective of hiring prospective employees who could be fresh graduates as well as already experienced candidates. But literature review brought out that most studies were conducted on employee characteristics and the hiring decision of employers. Though, there are studies on graduate recruitment & hiring most of the studies conducted are on the employability skills like technical skills and soft skills like interpersonal skills and leadership [1 - 3, 7]. While some studies focused on learner aspirations and competitive advantages while graduate hiring, others explored curriculum enhancement to enhance graduate employability skills [19 -21]. Moreover, all the above-mentioned studies on graduate employability have been done in countries like Malaysia, Srilanka, US, and Australia. Negligible studies have been done in India.

2. MATERIALS AND METHODS

2.1. Personality Traits

Personality is a unique set of attributes, characteristics, and

behavioural patterns associated with an individual [22]. There have been studies on individual traits like openness to experience, acceptance of change, neuroticism, extraversion, conscientiousness, and their relation to job satisfaction [23, 24]. These traits are part of the famous Big Five Model which has found resounding consensus across the world from the 90s till date [17, 25]. Some studies found that extraversion was positively correlated to job satisfaction while neuroticism and psychoticism were negatively correlated to satisfaction. It was further established that agreeableness was more closely associated with individual-targeted citizenship behaviour while conscientiousness was more closely associated with organization-targeted citizenship behaviour.

Judge, *et al.* [26] conducted the traits from the five-factor model of personality that has a significant effect on employee satisfaction and performance in a job. Results showcased support for the validity that as a model taken together, the Big Five traits have a high relationship with job satisfaction. Agreeableness and extraversion were closely related to job satisfaction and employee well-being and they emerged as one of the most important factors compared to others in determining job satisfaction and subjective well-being. Based on the established conceptual and empirical linkage from the existing studies, this study took one step forward by incorporating the Big Five traits of extraversion, agreeableness, conscientiousness, emotional stability, and openness to experience as part of the analysis to test employer satisfaction.

Wellman [27] tried to identify the employability qualities expected from fresh and early-career marketing graduates. The researchers verified the previous data available and identified 52 attributes and grouped them in 16 clusters. These included creativity as an important trait in addition to the Big 5 traits. Researchers also studied the construct of creativity around the Big 5 personality model which further brought out the strength of the Big 5 model [28].

2.1.1. Personality Traits and Employer Satisfaction

Big 5 personality traits have been used to predict the direction of work role performance in organizations. Most studies explored personality traits regarding behaviour, work role performance, and recruitment. They were measured in terms of variables like proficiency, adaptivity, and proactivity. The results of the study noted that openness to experience and agreeableness had a significant effect on productivity however the direction of the effect was different, while openness had a positive effect, agreeableness had a negative effect. On the other hand, conscientiousness emerged as an important predictor of all the dimensions of work role performance. It was noted that extraversion was negatively related to proficiency [17, 29, 30].

According to a study by Bui [31], the relationship between personality as a holistic concept was comparatively an underresearched construct, especially in general management studies and it was important to understand the impact of personality on organizations and its various facets like job satisfaction, performance, and employer expectations/ satisfaction. This lends credence to the present study.

Erdogan & Bauer [32] studied the extent to which a

candidate became 'successful' in his /her job through the 'fit' between the organizational requirements and the personality of the candidate. This brought out the moderating role of the person-to-job and person-to-organizational fit in the relationship between a candidate's personality and his career success. Recruiting minorities/underrepresented groups in organizations as a sign of being inclusive is becoming a necessity more than a luxury. But this brings along with itself a trade-off between diversity and performance goals. Therefore, to avoid the adverse impacts of this trade-off it was brought out to resort to general recruiting for cognitive ability, combined with recruitment based on the trait of conscientiousness for the minority/underrepresented groups [33, 34]. This brings out the importance of conscientiousness as a Big 5 personality trait.

It is immensely important for the employer to have the ability to be able to predict the personality attributes of the potential employee from his resume during the hiring process. Cole *et al.* [35] on these lines validated that an applicant's academic information/achievement on the resume was strongly related to conscientiousness and the presence of information related to social/extracurricular activity was related to extraversion. Moreover, a social/extracurricular activity in the resume was negatively related to neuroticism. This brought out the significance of extraversion, conscientiousness, and emotional stability as personality traits that recruiters look forward to while hiring. Hence the hypothesis:

 $H_{1:}$ There is a significant positive association between personality traits and employer satisfaction in the hiring process.

2.2. Kinesics

Mehrabian [36] notified the importance of non-verbal communication where only 5% of the message was communicated verbally while 38% was transmitted by voice and 55% through body language. Kinesics is the understanding of bodily movements like expressions seen on the face and gesticulations. Kinesics encompasses expressions on the face, gesticulations, pose and manner, and noticeable bodily actions. It is formally termed non-verbal communication. Ray Birdwhistell, who was a ballet dancer turned anthropologist, first used the term in 1952. She was studying how people communicated using posture, gesture, stance, and movement. According to studies, kinesics can be explained as one of the many semiotic systems that individuals use in their everyday lives [37, 38]. It can be said that it is non-verbal communication where certain body movements and gestures serve as the medium of communication. Kinesics is a vital part of non-verbal conversation. Since gestures and moves of the body, or separate parts, have associated connotations, the interpretations of these meanings may be subjective. Since several gestures and actions are carried out subconsciously or at a low level of awareness, bodily actions or kinesics carry considerable risk. These can be easily misinterpreted within an intercultural conversational situation. Hans and Hans described the origin of kinesics from the word kinesis, which means "movement". It can be explained as the study of hand, arm, body, posture, eye contact, and facial expressions.

Facial Scanning (Micro Expressions-MEs) can be defined

as involuntary and rapid facial expressions that can reveal emotions that are not intended by the people to be shown [39, 40]. The study suggested that MEs are very valuable as identifying them could reveal a lot of information regarding the person's hidden behavioural traits. Observing the microexpressions of the candidates for attributes such as anxiety, excitement, disappointment, surprise, and guilt during assessment and offering training on mitigation strategies for those not selected by the hiring managers would add value to the recruitment cycle. The study of non-verbal communication has become immensely important for HR of organizations to judge the professionalism of a potential candidate at the time of recruitment, especially body language [41]. Key kinesic aspects that were identified as hurdles to successful hiring were unprofessional body language, inappropriate dressing, and improper dinner etiquette.

2.2.1. Kinesics and Employer Satisfaction

Studies showed that desirable social skills were easily transmitted through non-verbal cues during the interview process and they were more precisely inferred by the experts to make an informed decision [42]. This had an important implication on the significance of kinesics and non-verbal cues while making hiring decisions by employers and their satisfaction in the process. Kinesics is more important because this is one form of communication where it is impossible to regulate the behaviour in such a way that no impression is conveyed at all. Kinesics become more important because the behaviour in this case is more accessible to the person who is observing than the person who is producing it. This has direct implications in hiring because it is all about conveying a certain impression and managing impressions [43]. Taking this thought forward, Popescu and Popescu [44] proposed that employers look for body language, gestures, and general body expressions while hiring prospective employees. The traditional way of conducting interviews was to pay attention to the verbal content of the interview while completely ignoring the visual cues.

 H_{2} . There is a significant positive relationship between kinesics (body language and facial expressions) and employer satisfaction in the hiring process.

2.3. Emotional Intelligence

Emotions have been seen as organized responses crossing boundaries of subsystems vis-à-vis physiological, motivational, experiential, and cognitive systems [45]. Emotions normally emerge in reaction to some event whether internal or external that have a positive or negative connotation for the individual. Further, they also coined emotional intelligence as the ability to understand one's feelings, and others' feelings and apply this knowledge to one's actions. Interest in emotional intelligence has greatly increased over the last 2 decades because of the growing importance of emotional intelligence in organizations and its significance for goal achievement. This is also the reason that many studies have been conducted on accurately measuring emotional intelligence [46 - 48]. These studies summarized and measured emotional intelligence from the prism of a set of abilities called the multifactor emotional intelligence scale.

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Authors suggested that emotional intelligence in the context of performance at work can be best studied with ability measures. This is in contrast with what Goleman [49] suggested that emotional intelligence is beyond just abilities and it had certain non-ability dispositions and traits and it could also include certain beliefs about oneself. Precisely that is why the ability measures were further segregated into self-reported measures and actual measures [50]. While an understanding of self is important, people are often biased on the beliefs that they hold and consider their beliefs to be true. Senyuva et al. [51] took the ability-based line and the five-dimensional approach suggested by Goleman [49] to measure emotional intelligence vis-à-vis self-awareness, self-management, selfmotivation, empathy, and social awareness. Most of these 5 traits found acceptance in other studies as well vis-à-vis selfawareness, self-management, self-motivation, and empathy [52]. The present study took the same 5 dimensions to measure emotional intelligence among potential candidates.

2.3.1. Emotional Intelligence and Employer Satisfaction

An important study in the context of hiring was conducted by Cadman and Brewer [53] who concluded that emotional intelligence is a fundamental factor that marked out individuals as competent managers, innovators, and leader. The skills of competent leadership at the clinical level were brought out as one of the key facets in the profession of nursing which was central to enhancing the contribution made by midwives, and nurses to the healthcare sector. It also leads to performing well at work. Taking the performance and emotional intelligence equation ahead, many other studies concluded that emotional intelligence and personality traits have significant predictors of performance [54, 55].

A clear linkage between emotional intelligence and attrition was brought out by Higgs [56] when a study was done focusing on strengthening the recruitment and selection processes for call centres since there was a big concern about attritions happening in the sector. The study was designed to understand the relationship between the emotional intelligence of call centre agents and their performance which was proven, thus bringing out the importance of emotional intelligence. Not just the technical aspects of job performance, but emotional intelligence played a role in other softer aspects of the workplace like job stress, work-related happiness, and overall life satisfaction and it was found that employees who are high on emotional intelligence always perceive lesser stress and higher levels of life satisfaction [57]. It need not be explained that as per the principles of the psychological contract that a happy and satisfied employee also makes the employer happy at the end of the day. If we talk of a profession like defence, which was probably one of the first to come up with concepts of management where the hiring process is extremely stringent, emotional intelligence is one of the most important traits that will help in selecting the most suitable candidate [58].

Emotional intelligence was also studied around the recent emergence of social media and its utilization in the process of hiring in organizations [33]. This brought out the longevity and relevance of emotional intelligence as a construct. Using machine learning techniques, tweets and social media posts of prospective candidates were analysed by recruiters to decipher their emotional intelligence which was one of the important parameters to be able to rank them.

 $H_{3:}$ There is a significant positive relationship between emotional intelligence and employer satisfaction in the hiring process.

The major objective of this study was to explore the significant factors of personality traits, and kinesics (body language and facial expressions) and secondly to empirically evaluate the relationship among kinesics, personality traits, emotional Intelligence, and employer satisfaction. This section details the systematic research process with appropriate methods. The methodology includes research design, sampling design, and instrument design with respective subclassifications.

3. RESEARCH DESIGN

A descriptive research design was adopted for exploring the key variables and apprehending the relationship among them. Further, correlational design was used to estimate the influence of personality traits, kinesics, and Emotional Intelligence on employer satisfaction. According to a study by Asamoah [59], a correlational study using Multivariate Regression Statistical Analysis is a quantitative research method/survey method where the relationship between two or more variables is measured quantitatively taken crosssectionally through several steps of computation to determine relationship/covariance without manipulation at the same time through estimation of Structural Equation Modeling (SEM). Adoption of every technique in different scenarios helped researchers in determining a large set of variables which is taken to the next step to validate and establish major factors.

3.1. Sampling Design and Data Collection Procedure

This study adopted the non-probability convenience sampling technique. The major reason is that the exact population is unknown and covers a wide area of service delivery. Convenience sampling techniques are the most widely used method in the empirical literature to determine the participants of the studies [60, 61]. Clark and Watson [62] suggested the sample size to be greater than 250 to perform CFA. Further, for model testing, the sample size must satisfy both item-to-subject ratios, and for every item 10 responses were needed [63]. In total 580 respondents' opinions were taken into account for the analysis.

Primary data was collected from employers who are recruiting fresh graduates through campus placements. The study included secondary sources of information from literature, news articles, and reports along with the primary sources. The opinion was collected from employers in IT companies who visit various public and private technical institutions for campus recruitment drives and hire young engineers. The companies included both Indian as well as MNCs indulging in software development, R&D, KPOs, BPOs, *etc.* These companies were located across India. The respondents included middle management and top management executives working in companies who are a part of the recruitment process. A total of 120 companies like

Volkwvagen, Ashok Leyland, Mahindra Defense, Persistent Tech Ltd, Bajaj Auto, *etc.* were approached.

3.2. Instrument Design

A survey approach was used to collect and process the data. A structured questionnaire including Administrative questions, classification questions, and target questions was designed where both administrative and classification questions were categorical in nature and target questions were with summated scale denoting (5) as strongly agree and (1) as strongly disagree was designed to register the opinion of the respondents. Accordingly, scale items were taken from different sources. Personality traits and their sub-constructs were extracted from the previous study [64]. Measurement items suggested by Bellou and Gkorezis [64] and Jung and Yoon [65] were used to measure Kinesics. Further, the scale suggested by Senyuva *et al.* [51] was used to measure Emotional Intelligence. Similarly, the scale items of employer satisfaction were extracted from an important study [66, 67].

Central tendency and Principal Component Analysis (PCA) were used for item reduction and uni-dimensionality [68]. Confirmatory factor analysis was used to validate and confirm the factor structure followed by path analysis to estimate the relationships among the variables [69]. Statistical software tools like, SPSS and AMOS Version 21 software were used for all tests.

4. RESULTS

Initially, the demographic characteristics of the 580 respondents who participated in the research study were coded,

Table 1. Reliability and validity table.

corrected for outliers, and descriptives were verified. From the available details in the demographic profile, the sample had an almost equal ratio (51:49) of 293 males and 287 females. All the respondents were adults with their age profile varying between 21 and 74 years. Over 80% of respondents were post-graduates or equivalent and 7% with higher qualifications. Respondents from 21 States and UTs of India participated in the survey. The experience of the respondents varied from 5 years to 41 years of work experience. However, the majority of the respondents fall in the 9-25 years of work experience category.

4.1. Reliability and Validity of the Scale

Widely recommended measures for assessing the construct reliability namely Cronbach's Alpha value, and composite reliability (CR) were taken into account [70]. According to Hair *et al.* [71] a value above 0.7 is acceptable and above 0.9 is excellent in proving internal consistency.

From Table 1, efforts were made to report the results of the reliability and validity of the proposed theoretical model. Items whose value was less than 0.5 were discarded. Constructs' item loadings were significant as they were above 0.5 and ranged from 0.70 to 0.91 for personality trait constructs such as Emotional stability, Agreeableness, Conscientiousness, Extraversion, and openness to experience. Moreover, the CR values range between 0.78 to 0.92. The AVE values were above 0.5 (ranging from 0.55 to 0.76) showing that all the measurement items were vital to explain the concept of their associated construct which claimed the convergent validity of the model [72].

Latent Variable	Sub-constructs	Indicators	Factor Loadings	AVE	CR	Cronbach Alpha Value	
		ES1	0.733				
	Emotional Stability	ES2	0.799	0.556	0.789	0.798	
		ES3	0.701				
		EXT1	EXT1 0.702				
	Extraversion	EXT2	0.843	0.624	0 0 6 0	0.865	
	Extraversion	EXT3	0.828		0.868	0.805	
		EXT4	0.81				
	Agreeableness	AGR1	0.762	0.629			
		AGR2	0.755		0.922	0.918	
		AGR3	0.736				
Personality Traits		AGR4	0.715				
		AGR5	0.764				
		AGR6	0.903				
		AGR7	0.893				
	CON1 Conscientiousness CON3	CON1	0.869				
		0.82	0.665 (0.856			
		CON4	0.754	1			
	Openness to Experience	OE1	0.91	0.764			
		OE2	0.891		0.906	0.904	
		OE3	0.818				

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(Table 3) contd.....

Latent Variable	Sub-constructs	Indicators	Factor Loadings	AVE	CR	Cronbach Alpha Value
	-	KINS1	0.727			
	-	KINS3	0.798			-
	-	KINS4	0.745			
Kinesics	-	KINS5	0.759	0.511	0.893	0.896
Killesies	-	KINS8	0.719			
	-	KINS9	0.793			
	-	KINS10	0.764			-
		KINS11	0.71			
		SA1	0.779			
	Self-Awareness	SA2	0.741	0.548	0.829	0.771
	Sell-Awareness	SA3	0.738			
		SA4	0.7			-
	Self-Management	SM1	0.797			
		SM2	0.779	0.592	0.813	0.81
		SM3	0.73			
		SMOT1	0.829			-
Emotional Intelligence	Self-Motivation	SMOT3	0.768	0.547	0.78	0.794
Emotional interligence		SMOT4	0.795			
		ETY1	0.818			-
	Empathy	ETY2	0.792	0.576	0.844	0.856
		ETY3	0.718			
		ETY4	0.702			-
		RC1	0.909			
	Relationship Control	RC2	0.843	0.727	0.914	0.851
	Kerationship Collubr	RC3	0.823			
		RC4	0.834			-
		EST1	0.717			
Employer Satisfaction	-	ESS2	0.876	0.702	0.872	0.857
		ESS3	0.979			-

Table 2. CFA model - goodness of fit.

Title	Personality Traits	Kinesics	Emotional Intelligence	Employer Satisfaction
CMIN/DF	2.208	4.228	2.432	2.92
GFI	0.920	0.957	0.936	0.902
NFI	0.901	0.923	0.916	0.933
CFI	0.951	0.961	0.923	0.920
TLI	0.944	0.941	0.943	0.911
IFI	0.951	0.962	0.953	0.920
RMSEA	0.047	0.075	0.050	0.049
PCLOSE	0.718	0.756	0.987	0.701

Similarly, for emotional intelligence constructs such as self-awareness, self-management, self-motivation, empathy, and relationship control the factor loadings ranged between 0.70 to 0.90. Moreover, the internal consistency and CR values range between 0.78 to 0.91 and 0.77 to 0.856 respectively. The AVE values are above 0.5 (ranging from 0.54 to 0.72) showing that all the measurement items are vital to explain the concept of their associated construct which claims the convergent validity of the model [72]. The factor loading of kinesics ranged from 0.710 to 0.798 and for employer satisfaction, it is 0.717 to 0.979. The AVE was 0.51 and 0.702 respectively.

Both constructs satisfy the threshold of internal consistency and validity.

Researchers recommended the following threshold for the goodness-of-fit model: *i*) chi-square/degree of freedom (CMIN/DF) should be below 5; *ii*) goodness-of-fit (GFI) should be above 0.9; *iii*) normed-fit index (NFI) should be above 0.9; *iv*) comparative fit index (CFI) should be above 0.9; v) Tucker Lewis index (TLI) should be above 0.9; vi) root mean square error of approximation (RMSEA) should be less than 0.08; *vii*) PCLOSE should be above 7; and *viii*) items loading should be above 0.5 [72 - 74].

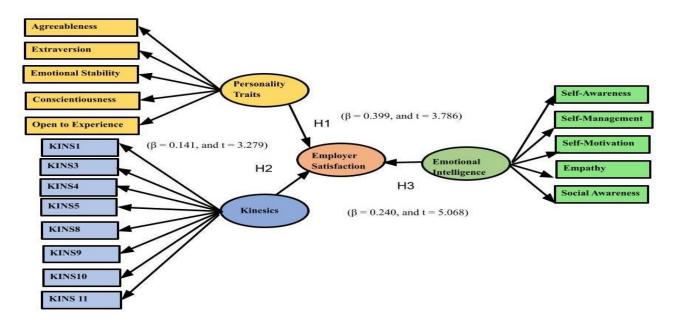


Fig. (1). Estimated path model between personality traits, kinesics, emotional intelligence, and employer satisfaction.

Table 3. Hypothesis testing results.

No.	Hypotheses	Total (β)	Critical Ratio	P-value	Remarks
H1	There is a significant positive effect of personality traits on employer satisfaction	0.399	3.786	< 0.001	Supported
H2	There is a significant positive effect of kinesics (body language and facial expressions) on employer satisfaction	0.141	3.279	< 0.001	Supported
H3	There is a significant positive effect of emotional intelligence on employer satisfaction.	0.240	5.068	< 0.001	Supported

Before evaluating the strength of path-based relationships in the structural model, the model fit indices of the structural model were evaluated (Table 2). The model fit indices of all the constructs were CMIN/DF between 2.43 to 4.22, GFI between 0.90 to 0.95, NFI between 0.90 to 0.933, CFI between 0.920 to 0.951, TLI between 0.911 to 0.944, IFI between 0.920 to 0.962, RMSEA = 0.047 to 0.075, and PLOSE between 0.701 to 0.9987. Thus, the outcomes indicated a good structural model fit to the data.

4.2. Path Analysis and Hypothesis Testing of the Structural Model

The structural model was estimated for the significance and strength of the relationship between personality traits, Emotional Intelligence, and kinesics with Employer satisfaction. Fig. (1) visually reports the structural model and Table **3** reports the β value, the critical ratio (t-statistics), and the p-value associated. The results provided support for the acceptance of all three research hypotheses.

These findings from the CFA analysis of the measurement model confirmed that the higher order constructs such as the personality trait and emotional intelligence were strongly predicted by its lower order constructs respectively thereby ensuring the model fitness. In estimating the structural model three hypotheses were framed and tested for strength, direction, and significance. The analysis provided support for the acceptance of research hypotheses associated with this research objective.

5. DISCUSSION

Personality traits had the highest standardized loading ($\beta =$ 0.399, and t = 3.786) indicating there is a significant positive effect of the personality of an employee on employer satisfaction. This was followed by emotional intelligence ($\beta =$ 0.240, and t = 5.068) indicating the significant effect of emotional intelligence on employer satisfaction, and finally kinesics ($\beta = 0.141$, and t = 3.279). The results show that the measurement model of personality traits and emotional intelligence have a significant role in measuring the higherorder construct of employer satisfaction with a good model fit. Finally, the structural model indicates that every individual in the organization needs to establish positive personality traits, enhance their emotional intelligence and develop strong body language and nonverbal communication to be able to have a positive impact on the employer [75 - 79]. Every organization wants to work with well-oiled machinery, without wasting precious resources, and for achieving this managing the performance of employees is extremely crucial [80].

This study is significant because it indicates that the personality traits of engineering graduates are very important in determining their success while getting hired and employers are increasingly taking personality into account while hiring them. These results were also supported by previous literature which focuses on specific personality characteristics of engineering graduates [81 - 83]. The reason that there is a significant linkage between personality characteristics and employer satisfaction while hiring may be because qualities like conscientiousness, agreeableness, and emotional stability are crucial for achieving success at the workplace. A comparative study by Kerr and Proud [84] brought out the significance of personality traits of advertising graduates and public relations graduates. Personality traits emerged as the second most important employability skill for graduates while getting hired while communication was at the top spot. The results of the current study align with the findings of the study with the only difference being that the current study was conducted for engineering graduates. Talking of personality, any organisation can benefit from having agreeable people on board since they are easy to deal with, have strong interpersonal skills, and are frequently cooperative. Emotionally stable people have a tendency to be composed, self-assured, and tough, which helps them handle the pressures of the workplace and perform well under pressure [76].

In the study by Kerr and Proud [84], researchers had only included communication skills in general as hiring criteria for graduates. The present study takes a particular aspect of communication which is nonverbal (kinesics). Thus the study took a more focused approach to studying the criterion of hiring engineering graduates.

The present study also tried to fill the gap that was identified in the perception of employers and engineering graduates about what constitutes employability skills. It was found that while engineering graduates perceived technical skills as more important for getting hired, employers, laid stress on communication, interpersonal relations, and creativity [85].

The study revealed that a prospective candidate's nonverbal conduct and the degree to which employers are satisfied with him/her during the hiring process are significantly connected [75]. The research implied that the success of job seekers throughout the hiring process is significantly influenced by nonverbal communication. It is a crucial component of communication and is frequently used to support or supplement spoken communication [77]. Additionally, the study found that emotional intelligence (EI) significantly affected employer satisfaction. Therefore, it should come as no surprise that businesses seek potential employees with high EI levels. The study's findings were consistent with the body of literature that asserts people with higher EI scores are more likely to be seen favorably by employers. This should come as no surprise that employers place a high value on a variety of good characteristics in individuals with high EI [78]. Moreover, chronemics and kinesics have a moderate correlation with transferring of information, which is a prerequisite for effective communication [79]. Additionally, employers that hired people with high EI scores were happier with their employees' performance than those who hired those with poor EI scores. As a result, the findings were consistent with the body of research and provided credence to the idea that emotional

intelligence is essential for both the selection process and an employee's general performance at work [78, 48].

CONCLUSION

It is immensely important for employers to hire the right employees, whether experienced or freshers. For employers, hiring recent graduates could be challenging. The key to effective recruitment is selecting the appropriate individual for the right kind of position. Employers must take into account personality attributes including agreeableness, extraversion, conscientiousness, emotional stability, and openness to experience. Additionally, the review of the literature and recent studies pointed to kinesics, or nonverbal communication, as having a substantial impact on employers' satisfaction. In addition, the researcher identified that emotional intelligence abilities including self-awareness, empathy, self-management, self-motivation, and social awareness were critical in hiring. Employers can use this model that highlights the impact of personality traits, kinesics, and emotional intelligence to make informed decisions when hiring fresh graduates. Therefore, the study sought to determine how personality traits, kinesics, and emotional intelligence affected employer satisfaction when hiring recent graduates.

The results showed a strong relationship between personality traits and employer satisfaction for engineering graduates. The findings were consistent with the body of research suggesting that personality traits significantly influence employer satisfaction [81 - 83]. The study also reported a positive and statistically significant relationship between kinesics and employer satisfaction. Furthermore, using an SEM technique, the effect of emotional intelligence on graduates' employer satisfaction was examined. The study supported the notion that a higher level of employer satisfaction is positively associated with students' emotional intelligence during the recruiting process. The findings were consistent with the body of research, which contends that hiring decisions should take into account a candidate's emotional intelligence [49].

IMPLICATIONS OF THE STUDY

Numerous theoretical and practical implications stem from the study on the influence of personality traits, kinesics, and emotional intelligence on employer satisfaction while recruiting engineering graduates. Theoretically, the work added to our understanding and supported the results of earlier research. According to the study, personality attributes have a big impact on how satisfied an employer is with a candidate. In the hiring process, kinesics and emotional intelligence are equally crucial. Professionals and potential employees should pay close attention to the study's practical consequences. The findings can be used by HR managers to create a more effective hiring procedure that chooses the best applicant for the company. The results can help job candidates better prepare for the hiring process and raise their chances of success. The study's conclusions are generally helpful for academics and industry experts who work in the hiring process.

LIMITATIONS AND FUTURE DIRECTIONS OF THE STUDY

Although the current study offered insightful information about the effects of personality traits, kinesics, and emotional intelligence on employer satisfaction when hiring graduates, there were a few limitations that must be acknowledged. The survey questionnaire was utilised as the only method of data collection for facial expressions, which may not have adequately caught the complete spectrum of facial emotions and subtleties of body language. Including additional techniques, such as video capturing, could result in a more thorough investigation. Finally, employer satisfaction is a relative term that can evolve. A longer-term study that conducts follow-up interviews with hiring managers could provide more in-depth knowledge on the matter.

The current study also offered a wide range of potential scope for additional investigation. Future studies may examine the effects of additional elements like cognitive skills, job knowledge, and work experience on hiring employer satisfaction. Investigating the relationship between these variables and personality traits, kinesics, and emotional intelligence in predicting employer satisfaction and eventually job performance may be fascinating. Additionally, a crosscultural investigation might be carried out to look into how differences in culture might impact the association between these characteristics and employer satisfaction during recruitment. Finally, longitudinal studies might be carried out to look into the long-term impacts of these variables on staff retention, job performance, and overall organizational success.

LIST OF ABBREVIATIONS

SEM =	Structural	Equation	Modeling
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- PCA = Principal Component Analysis
- **EI** = Emotional Intelligence
- **CR** = Composite Reliability

ETHICS APPROVAL AND CONSENT TO PARTICIPATE

The research study was approved by the institutional ethics committee of Chitkara Business School, Chitkara University Punjab, India.

HUMAN AND ANIMAL RIGHTS

The Helsinki declaration's major objective is to make sure that the interest of humanity and the subjects of experimentation prevail over the interests of the researchers. Since there is no direct experiment or clinical trials being made on humans and animals in this study.

CONSENT FOR PUBLICATION

Not applicable.

AVAILABILITY OF DATA AND MATERIAL

All the data and supporting information are provided within the article.

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CONFLICT OF INTEREST

The authors declared no conflict of interest financial or otherwise.

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