

MANAGING FACULTY

Seema Arif

Asst. Professor, Faculty of Management Studies
University of Central Punjab
Lahore, Pakistan

Email: drarif00@yahoo.com

Saima Akram

MBA, University of Central Punjab
Lahore, Pakistan

ABSTRACT

Human resource development is the key to any nation's growth and progress and it cannot happen without education. Higher education is the most critical area because not only it provides value addition relating to personal and professional skills, but the best skills acquired at higher education enable persons to acquire desired autonomy in life and realize one's dreams. University faculty plays a leading role in preparing future workforce for all institutions, professions, business and industry. Thus, all universities aspire to hire best faculty. However, it is not so simple and recruitment and retention of quality faculty is an uphill task. The research is aimed to find out how our universities are taking this challenge? What is their vision for future faculty? What facilities they are providing their faculty to keep them satisfied? Whether or not the faculty is motivated to adopt best practices of teaching and learning at the universities in Pakistan? The research is an exploratory study conducted in naturalistic paradigm. However, mixed method approach has been used to describe and analyze the data collected through interviews, qualitative survey and documents. Coding has been used to transcribe the data collected from one public and one private university, while graphs have been used to show the comparison between the approaches used by public and private university for recruitment and retention of faculty. The gaps have been identified in policy and implementation and suggestions have been given to adopt for better a model of recruitment and retention of university faculty in Pakistan. The results will be shared through a power-point presentation.

KEY WORDS: Human Resource Management; Recruitment and Retention; Quality; Higher education; Teaching and Learning; Professional Development.