

ABSTRACT

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Key Words: DEMOGRAPHIC FACTORS, PERCEPTION, TEACHER

RETENTION, HIERARCHY OF NEEDS, YUNNAN NORMAL
UNIVERSITY BUSINESS SCHOOL

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Thesis Title: A COMPARATIVE STUDY OF TEACHERS' PERCEPTION OF
RETENTION ACCORDING TO THEIR DEMOGRAPHIC FACTORS
AT YUNNAN NORMAL UNIVERSITY BUSINESS SCHOOL,
YUNNAN PROVINCE, CHINA

Thesis Advisor: DR. YAN YE

The main purpose of this study was to compare the teachers' perception of retention according to their age, gender, marital status, major, education level, residence registration and income at Yunnan Normal University Business School, China in the academic year 2013-2014.

A total number of full-time teachers at Yunnan Normal University Business School in Yunnan Province of China were surveyed for this study. The main resource of data was questionnaires that surveyed the demographic factors of teachers including their age, gender, marital status, major, education level, residence registration and income. The collected data were analyzed by utilizing the Frequency and Percentage, Mean and Standard Deviation, and The Independent Samples t-test.

The research findings indicated that the majority of the teachers had/were married female teachers aged above 30 years old graduated from non-educational major with the higher than a bachelor's degree of the local residents, and had higher than 3000 RMB per month. From the further analysis, the researcher found that the teachers' perception of retention ranked from the highest to the lowest were: self-actualization needs, self-esteem needs, loved and belonging needs, physiological needs, and safety needs. Meanwhile, the study found there were significant differences in teachers' perception of retention according to their age, gender, marital status, major, education level, residence registration, and income at Yunnan Normal University Business School, Yunnan Province of China in the academic year 2013-2014.

Based on the findings of research, the stable and justifiable of the faculty for a school is very significant. To make the school more sustainable, the administrators are recommended to be aware of the importance of individuals' demographic factors firstly; and innovate to the work climate, conditions, and create a more positive environment to their teachers. Teachers are recommended to enhance their own capacities in the academic fields for the consideration of the college retention. Furthermore, it is recommended that the future researchers can conduct the similar research in other Independent Colleges in China or in the other countries.

Field of Study: Educational Administration

Student's signature.....

Graduate School of Education

Advisor's signature

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data collection. Without her help, the time and efforts needed to complete the study would have wasted more time.

Finally, and importantly, I would like to express my sincere thanks to my parents and Auntie Lingjie Han for their understanding and generous support as always. Without their unconditional love, I could have never been able to pursue my dream in my own hierarchy needs.

Jing Zhao

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