

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

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Abstract: The main purpose of this study aimed 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 study utilized Frequency and Percentage, Mean and Standard Deviation, and The Independent Samples t-test to analyze the data. Dealing with the collected data, the study reported the demographic factors of teachers at the current school; identified the teachers' perception of retention at the current school; compared the teachers' perception of retention according to their demographic factors at the current school. The significant differences in teachers' perception of retention according to their demographic factors at Yunnan Normal University Business School in Yunnan Province, China were found by the study.

Keywords: Teacher, Perception, Retention, Independent College, Demographic Factors.

Introduction

The downward trend in a retention rate of teacher has become an essential concern for all educational organizations and leaders concerned with higher education in China nowadays since more and more schools suffer the shortage of qualified teaching for teaching. Fang, W (2013) stated that China's dense population has been a great challenge for education. Meanwhile, the burden of public education has been much heavier recently since there is a common phenomenon that parents have a higher expectation toward their children starting from their kindergarten has been another challenge to educators at all levels.

Ly, X (2008) presented that Chinese government plans to support the development of the Independent College strongly. Independent Colleges as brand new in higher education were set up in order to alleviate the pressure of public

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