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## ***FACTORS AFFECTING THE EMPLOYABILITY OF ARTS GRADUATES IN PUBLIC UNIVERSITIES (IN CASE OF UNIVERSITY OF SRI JAYEWARDENEPURA)***

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Arts graduates, who are a stylized component of the educated personnel, obviously face severe difficulties in finding suitable employments. Unemployment has become a considerable critical problem in the present context under several crises. The contribution of the university to the preparation of employable Arts graduates was criticized by different stake holders. Hence this article reviews the key factors behind the employability of Arts graduates in Public universities, the findings will be useful to overcome the current status. Sample of 180 Arts graduates who passed out during 2012-2016 period was gathered from university of Sri Jayewardenepura, which was reported where the highest number of students studying in Arts faculty and most of the undergraduate courses are offered. Structured questionnaire and interview sessions were conducted to gather primary data by using stratified random sampling technique. Related published literature, data and information collected in the past were used as secondary data. Binary Logistic regression analysis technique was used to model the dependency of employability with associated factors. Descriptive statistics, Cronbach's Alpha Value, KMO and Bartlett's test, Composite indices, chi square test, contingency tables and odd ratios were also used for analytical purposes. Results discovered that the employability of the Arts graduates have been critically affected by several academic as well as personal, professional and parental factors in addition to their own job search behaviour. The possible reasons for Arts graduates unemployment were identified as skill mismatch, graduates' attitude and job queuing behaviour, employer perception, information asymmetry, language constraints, higher studies and voluntary unemployment. The mind sets of academic as well as industry should be changed to work collectively to establish a permanent links to realize the important of the economic and human value of Arts graduates. The university system needs to be reoriented, concerned with quality, relevance etc. and introduce job oriented programmes to match with the local and global needs. The government also can take certain initiatives to merge the status of the public universities with the requirements of the industry particularly to the expected knowledge, skills, and attitudes.

**Keywords:** *Employability, Graduates, Mismatch, Industry, Job Oriented*