**Factors Affecting Career Choice for University Students**



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**Abstract**

Mostly information used by the students in deciding their future careers are based on the information they acquire during childhood through their parents or guardians, friends and teachers, or social interaction. Usually career choices are made without the consideration of selection and recruitment processes criterion and such career decision making concludes with despair and disappointment due to unawareness about the selection and recruitment process. Successful and effective career decision making requires the comprehensive knowledge of selection and recruitment process of desired profession. This study focuses to ascertain the significance of awareness about selection process in students’ career choices. Analyzed 572 surveys received from students of 9th grade to sophomore of three different schools, out of which two were situated in urban area and one was in rural area. By applying regression analysis results indicate positive and significant relationship between awareness of selection and recruitment process and students’ career decision making and career choices. Also significant impact was observed on the familiar influences, social influences on students’ career decision making, choices persistence and selection of college majors. Researcher identified and discussed a set of limitations, recommendations and future perspective studies in conclusion.

**Introduction**

Career choice has lately become a very complicated science, considering that the decision is influenced by numerous factors. Yet, choosing the right career is important in ensuring that individuals lead rewarding lives, are motivated at their jobs and can achieve remarkable productivity, thus setting the stage for organizational success and sustainability. The main purpose to this research is to aware that how important carrier Choice especially computer and other Disciplines in Pakistan. It is not entirely clear what the underlying reasons are for these differences but it is noteworthy that the perceived importance of “Interest in the career field” when choosing a career remains very high for both groups of students. These are results How Carrier Choice is important for Students.

**Background:**

College students choose their job fields for many reasons. The factors that affect this decision include family, passion, salary,and past experiences. In addition to these factors, race and gender can also affect what field a student may choose. Some professions have greater percentages of a certain gender or race. Another thing that plays a big role in a student’s decision of what field to study is the people or role models in his or her life. These role models can include a parent, teacher, or a recent employer.

When students are choosing a career, they may not have all the information about the job they are pursuing. The job may involve more math or science than students are prepared to study. Students may like one aspect of a certain job and not understand what other aspects come with that profession. For example some students may want to be Software Engineer because they enjoy being around Computer, but students may not realize how much school work is required to become a Software Engineer. Also, students may not be open to all jobs in their area of interest. Over time, certain job fields have peaked in numbers versus other job fields; this can form a pattern. Tools that can help students in their decision for certain career paths include career fairs, job shadowing, or internships. These tools can expose students to more career fields or areas within a certain field that a student did not know about.

Choosing a career path is a huge part of a young man or woman’s life. The career path students choose will affect how they will live the rest of their life. A lot of students go through college without knowing what career path they want. Before students can pick a career path they need to experience what that career is like and what it involves.

**Thesis Statement:**

A Carrier choice should be chosen based on skills required, interest in the field and location of work place.

**Research Questions:**

* What Government Should do?
* Why Carrier choice is needed for Pakistani Students?
* Which is the main factor affecting on carrier Choice?
* How influential were the factors of opportunities in career choice?
* How influential were factors of the environment in making career choices?

**Research objective:**

* To conduct the Seminar about carrier counseling and aware the importance of carrier choice.
* Compare Pakistan with other developing countries.
* If the size of a student’s school plays a role in choosing a major or career. Larger high schools have more programs and clubs to offer than others, giving students more opportunities. Smaller schools are often located in more rural areas, which may lead students to an agricultural career path or major.
* There are many factors that have an influence on students today, including family, friends, and mentors.
* Students may also choose careers because they are personally rewarding, there is a growing need for jobs in a certain job field, or there is potential for a great income.
* Students often underestimate the importance of job skills and classes that are involved in career paths.
* Growing up on a modern technology may also have a positive effect on students. Students may like modern life and choose a career path.

**Significance of the study:**

Some students do not seriously consider many alternative choices in career selection. Sources of influence, such as parents or mentors, could be brought into a circle of counseling and discussion to help the student form a comprehensive career plan.

**Delimitation of the study:**

The study recommends a triangulation of data by mounting a longitudinal study where the same participants are surveyed at first, second and fourth years in University. The purpose will be to measure if by gaining experience, ones attitudes change.The study looked at limited factors, whereas there are many factors that influence career choice decisions. It is therefore recommended that a similar study be conducted in which many factors affecting career choice decisions can be explored. There are also some limitations and implications of this study were also observed, as differences in language, culture, values, social background and diverse educational methods are annoyances that involve further control measures for making effective assessments.

**Literature Review:**

The career choice means the selection of career according to perceived ability. Choosing a vocation probably affect an individual’s conspicuous life-style more than any other choices he/she makes (Parson, 1909). Savickas and Lent (1994) suggested that the choice process is comprised of three components: (1) establishing a goal; (2) taking action to implement the choice, and (3) attaining a significant position and stage of performance determining the future directions and career behaviors. Numerous studies have already been conducted on the students’ decisionmaking process abilities and to describe the process (Hossler and Gallagher, 1987) created a three-stage model, which consisted on predisposition, search and choice. During the predisposition stage, typically from grades seven through nine (Cabrera and La Nasa, 2000), students decides whether or not to continue their formal education after high school (Hossler and Gallagher, European Scientific Journal May 2014 edition vol.10, No.14 ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431 538 1987) professional and educational aspirations, ability, parental encouragement, family socioeconomic status, and high school academic resources also influence students during the search stage (Cabrera and La Nasa, 2000).

The outcome of this stage results in the students developing a narrowed list of prospective institutions with information on each (Cabrera and La Nasa, 2000), when students put forward applications to institutions, the final stage begins and usually after grades 10th and 12th or in after graduation. Factors that influence a student’s final decision include the institutions’ academic reputations, costs, and locations (Hossler and Gallagher, 1987) parental encouragement and socioeconomic status, along with occupational and educational goals and ability (Cabrera and La Nasa, 2000). Students are well aware of school expenses, financial aid, institutional attributes, and admission standards (Cabrera and La Nasa, 2000). However, despite all theories and different studies the fact of the matter is, the very important factor which is mostly influencing the career decision making ability of students is the availability of jobs (Kochung, et al; 2011). Based on these assumptions, career choices and decision making theories are supposed to help students to develop their processing abilities and thus their capabilities as career problem solvers; viewing them as primarily cognitive process focusing on the development of career decisionmaking skills. Whilst as we discuss above the students begin to think about entering into the particular vocational or training institution during studies in between grade 10th to12th at some point in first stage (Cabrera and La Nasa, 2000) and research has shown that students assesses location and academic programs when choosing their academic institution (Hossler and Gallagher, 1987).

Therefore several factors influence students career decision making skills including individual characteristics, the attitudes of others, and educational activities (Espinoza, et al; 2000). Whilst, parents have also been found to contain the great influence on educational and career decisions (Esters and Bowen, 2005; Esters, 2005; Broekemier and Seshadri, 1999; Fisher and Griggs, 1995; Houser and Yoder, 1992; Kotrlik and Harrison, 1989). Social and cultural environment influences career choice as it is commonly assumed, the main diversities and similarities of influences on career choice bring interesting theoretical and methodological insights (Ozbilgin, et al; 2004). In another study by Ozbilgin et al. (2004; p.8) explored “Pull and Push” factors that influence career choice as meso-level influences, the “Push and “Pull” perspective posits that individuals are ‘pushed’ into certain careers because of absence of alternatives or they are pulled into their careers, as they are personally attracted to some career choices.

Literature also revealed that by interaction with the family, school and community, students learn and discover careers which eventually lead to their career choice (Natalie, 2006). Another consistent outcome in research recognized that students’ own objectives are often influenced by their family’s aspirations (Edward and Quinter, 2011). Some studies also reported that “external effects that helps to shape an individual’s career choice are also influenced significantly by others through social support from peers” (Harwood and Lavallee, 2008). It was also revealed by previous studies that family and external influences were not dominant factors because students own aspirations, judgments and conclusions drawn by societal behaviors do not affect their Career Decision Making Self Efficacy (Hackett and Betz, 1981; Bergeron and Romano, 1994; Wilson, 2000). Awareness about selection and recruitment procedure provides information concerning the organizational behaviour, culture and characteristics of organization and candidates made judgments from their perspective of the fairness of selection and recruitment process (Delery and Doty, 1996). Moreover, Delery et al; (1996) contended that awareness of employment opportunities and equipping them with the facility to be proactive in seeking potential employer or job will lead towards the more effective career self-management and selection processes.

# Introduction to how to choose a career

You can’t connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever.

Steve Jobs

### First let's look at what factors go into choosing a career:

Many students don't have much time to spend in career planning during their degree course. You may be too busy working to earn money to pay your way through university, or perhaps you are a [mature student](https://www.kent.ac.uk/careers/mature.htm) with a young family that you need to support. You may be too busy to regularly visit the Careers Service. These pages will allow you to do much of this career planning via the web.



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## Choosing a career involves 4 main stages:

* Self Awareness
* Opportunity Awareness
* Decision Making
* Taking Action

Sometimes these stages will overlap and sometimes you have to return to a previous stage Be aware the cycle is not always as linear and consistent as it is presented here.

## Self-Awareness

The first stage of Career Choice is Self Awareness. This involves looking at your SKILLS, VALUES, INTERESTS and PERSONALITY and analysing where your strengths and weaknesses lie. This is important both in choosing the right career and also for success in applications and interviews where you will find many questions which test whether you have been through this process.

You can start with looking at your **skills** here. You can now also look at your [**INTERESTS**](https://www.kent.ac.uk/careers/Choosing/InterestsProfile.htm)**,**[**VALUES**](https://www.kent.ac.uk/careers/Choosing/values.htm) and [**PERSONAL STYLES**](https://www.kent.ac.uk/careers/Choosing/personalstyles.htm) on the web.

#### Information on what you can do with your degree subject

Many jobs are open to graduates of any degree subject, and it's important not to only focus on the jobs related to your degree, but if you are doing a vocational degree, or simply want to find out what previous Kent graduates in your subject have gone on to do

## Making Decisions

The computer programs below allow you to put in a number of factors on what you want in a career (such as helping others, promotion prospects) and will give suggestions of possible careers which might match these. Regard these as useful suggestions rather than gospel truth, but they should bring up some possibilities that you haven't considered before.

## Taking Action

This is the final process of career planning. It involves:

* Finding out about the [**EMPLOYERS**](http://www.kent.ac.uk/careers/careersfind.htm#employers) that offer the types of jobs you are interested in.
* Search our[**VACANCY DATABASE**](https://www.kent.ac.uk/careers/jobs/index.htm)
* [**Preparing APPLICATIONS and attending INTERVIEWS**](https://www.kent.ac.uk/careers/applicn.htm)
* Perhaps taking [**APTITUDE TESTS**](https://www.kent.ac.uk/careers/psychotests.htm) and attending [**SELECTION CENTRES**](https://www.kent.ac.uk/careers/2ndivs.htm)**.**

**Conclusion**

The first profession of any person is like a “first love” of his/her life which can never be forgotten. Therefore great care for selecting the first career should be observed. Related literature reviewed on career choices revealed that career decision making ability of the student was greatly influenced by familial, societal and social contacts. Generally this study hypothesized and confirmed that students career decision making ability was also influenced when they aware about selection and recruitment process and criterion. It was also validated in this study that awareness about selection and recruitment process not only influences the student’s career decision making ability but also effects on selection of college majors, choice persistence, societal contact and familial inspirations. Results of this study showed significant correlations between independent variable and other variables for awareness about selection process and criterion with career and major choice persistence. This study also concludes that awareness about selection processes and criterion does effect on selection of college majors but the score of influences is comparatively low as compare to other factors like family, society, academic institutions or social contacts, which indicates that students select their college majors prior to get knowledge about selection and criterion processes of their desired profession and they retained in their minds that selection of college majors are only determinants for the career choice, not as a one of the determinants. Therefore, representative part of results emphasizes the need to weigh possibilities to impart training or create awareness about selection and recruitment process and criterion in students from 9th grades to sophomore before they make any career choice and consider it while developing planning and policies to ensure support facilities for rational and better students’ career choices.

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