

The relationship between Career Choice and environment, opportunity and personality

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Abstract: This article examines the relationship Career choice between environment, opportunity and personality. Data was collected from 180 BBA students of Eastern University of Sri Lanka who studying in 2016. The correlation technique was used to test the hypothesis. The findings reveal that opportunities and students personality factors highly influence on making career decision and it was showed strong positive relationship. But environment factors do not have huge important to choose their career decisions because the findings reveal that environment had weak relationship with career choice. The conclusion of the study also noted, along with suggestions.

Keywords: Career choice, environment, opportunity, personality.

1. INTRODUCTION

Globalization has brought about an essential renovation in what organizations need to do to maintain their competitiveness. As managerial skills become crucial for organizations to achieve success in a competitive and unstable business environment, there has been a sharp increase in the demand for managerial professionals in worldwide. Sturges et al. (2003) suggested that the Management degree convey certain important competencies to students. These competencies may be of vital in the career success of students as "management" has gained in importance over other forms of professions. For a large number of students in Sri Lanka, a managerial career has become the most preferred career choice. The emergence of management as a formal education is fairly recent, yet the BBA degree has emerged as one of the most sought after higher educational qualifications.

In addition, business factors coupled with several socio-cultural changes have led to changing career preferences among young people in Sri Lanka. An individual's choice of career is likely to be influenced by several factors, including personal and cultural values, family background, career expectations, etc. Studies have been conducted in different cultural contexts to determine the range of factors that influenced students in making career choices (Özbilgin et al., 2005; Kyriacou et al., 2002; Ozkale et al., 2004).

Every student carries the unique account of their past and this find out how they view the world. That account created, in part by the student's environment, personality, and opportunity, will find out how students make career choices. It then follows that how the Management student perceives their environment, personality, and opportunity also will determine the career choices students make. Management Students will have accomplished choosing a career choice if a complete, thoughtful, educated decision was made evaluating all of the factors possible in career choice process but there is no clear process that students at Eastern University, Sri Lanka have used to make career choices. BBA Students at Eastern University, Sri Lanka should have the opportunity to explore all of the choices available in order to make a logical, educated plan when choosing a career. Moreover, the three major areas affecting career choice such as, environment, opportunity and personality. Therefore the purpose of the study was to investigate the relationship within these three factors that BBA students used in deciding upon career choices.

Identification of these factors obtained through a survey instrument will support in the distribution of information to Management Students for utilizing factors that students have chosen.

2. LITERATURE REVIEW

Career choice

The broad opportunities that exist for life long career and career choice refers to the strategies about the steps to accomplish personal goals. Fields of career, academic and sociological endeavors are explored for the purpose of satisfying personal, economic, and intellectual goals (Borchert, 2002).

Environment

According to Britannica (2002) defined that the environment is a complex physical factors that make up our surroundings and in turn act upon us. For the purpose of this study, environmental factor include the forces of family members, political issues, social and economical issues that students may deal with daily basis.

Opportunity

Those choices in one's life which are exposed either in a subtle or obvious manner. These choices or paths give the individual a selection between two or more outcomes. The outcomes of one's choosing may or may not exceed one's present abilities (Borchert, 2002).

Personality

The personality is the collection of imitation in the appearance of the student's body and the impressions believed to have been made on others, good or bad. According to Britannica (2002) defined that "A characteristic way of thinking, feeling and behaving". One's personality may embrace attitudes and opinions that affect the way we deal with interactions of people. This study focused the situations of choosing a career.

Environment and Career choice

Various environmental factors influence on career choice. In this study focus specifically at the sources of advice that help shape career decisions. Parents feature prominently both as sources of advice and as motivators (Granger et al., 2007; Huang et al., 2008; Myburgh, 2005; Rettenmayer et al., 2007; Sheard et al., 2008; Zhang, 2007). In addition, friends, teachers and councilors are employed to give a career advice but the rate is low in terms of how important their advice is. Rettenmayer et al. (2007) found that guidance high school teachers and counselors were ranked lowest of all sources of advice. Females appear to value advice more

than male students (Zhang, 2007) with general reports saying that there is a contradiction between what students say (that advisors are important influences in their decisions regarding courses and careers) and the actual situation, as in fact career choice is not directly influenced by this advice (Sheard et al., 2008). Therefore, the though the research gap between environment and career choice. Based on the above justification, the following hypothesis is proposed:

H1: Relationship between environment and career choice

Opportunity and Career choice

Opportunities in career choice would include academic settings, technical schools, entry level job openings, job shadowing, career guidance, job placement, and industry contacts. Much of the literature concerning career choice discusses the need for students to investigate. The student must have investigated, brainstormed, and tried alternate methods, rather than giving in to first opportunity available. The student must not have been satisfied with the easiest opportunity that comes along. In fact, the constant career exploration could be adopted as a lifelong strategy throughout one's life (J. Deml & L. Reich, personal communication, June 18, 2000). Therefore, the opportunity factors also impact on career choice of Management students. Based on the justification, the following hypothesis is proposed:

H2: Relationship between opportunity and career choice

Personality and Career choice

Personality is important for students to make intelligent career plan. Splaver (1977) stated that "students to have a good understanding of themselves, their personality, if they are to make intelligent career plans". Moreover, what students like, future plans are determining factors in career. Personality factors to be considered including their mental abilities, special abilities, and interests. According to Splaver (1977, p.13) suggested that which students become familiar with their personality it will guide to their career choice. Based on the literature, the following hypothesis is proposed:

H3: Relationship between personality and career choice

3. METHODOLOGY

The sample of the study consists of Management students in Eastern University, Sri Lanka. The population frame have been identified was 933 BBA students attached with Faculty of Commerce and Management Studies.

Sampling was the act, process, or techniques of selecting a suitable sample, or a representative part of population for the purpose of determining parameters or characteristics of the whole population. The sampling technique that will be used in this study was simple random sampling. A simple random technique ensures that each member of the population has an equal chance to being selected for the sample. A simple random sampling was free from sampling bias. A total of two hundred questionnaires were distributed and 180 responses were received, yielding a response rate of 90%.

The instrument

The instrument used for the data collection was a survey questionnaire. The survey instrument used for this study comprised of 2 sections. The first section dealt with the respondent’s demographic background. The second section is about the research information and the respondents to answer items related to environment, personality, opportunity and career choice were measured as likert scale, ranging from 1 as strongly disagree to 5 as strongly agree.

Research Objective

- i. Investigate the relationship between environment and Career choice
- ii. Investigate the relationship between opportunity and Career choice
- iii. Investigate the relationship between personality and Career choice

Construct/Concept

H1: There is a relationship between environment and the Career choice

H2: There is a relationship between opportunity and the Career choice

H3: There is a relationship between personality and the Career choice

Table1: Measurement scale

Measurement	Scale	Statistics
Part II:		
Question 1-7	Interval	Correlate
Question 8-17	Interval	Correlate
Question 18-22	Interval	Correlate

4. RESULTS AND DISCUSSION

Research question1: is there any relationship between environment and career choice?

In order to find out if there was any relationship between environment and career choice, a Pearson’s correlation test was administrated. This test was also conducted to find out how much one variable influenced the other as displayed in Table 2. It was found that these two variables had a significant relationship ($r = 0.442$). According to Salkind (2007), the correlation coefficient of 0.442 reflects a weak relationship between variables as shown in Table 3. This result also confirmed with hypothesis 1 which stated as, H1: there is relationship between environment and career choice. Therefore, hypothesis 1 is accepted but unexpectedly, it had weak relationship among the variables.

Table 2: Correlation between environment and career choice

		Correlations	
		environ ment	Career choice
environ ment	Pearson Correlation	1	.442**
	Sig. (2- tailed)		.004
	N	150	150
Career choice	Pearson Correlation	.442**	1
	Sig. (2- tailed)	.004	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3: Pearson correlation coefficient and interpretation

Correlation between	Are said to be
.8 and 1.0	Very strong
.6 and .8	strong
.4 and .6	moderate
.2 and .4	Weak
.0 and .2	Very weak

(Source: Salkind, 2007)

Research question2: is there any relationship between opportunity and career choice?

In order to find out if there was any relationship between opportunity and career choice, a Pearson's correlation test was administrated. This test was also conducted to find out how much one variable influenced the other variable. It shows in Table 4. It was found that these two variables had a significant positive relationship ($r = 0.826$). The correlation coefficient of 0.826 reflects a strong relationship between variables as display in Table 3. This result also confirmed with hypothesis 2 which stated as H2. There is relationship between opportunity and career choice. Therefore, hypothesis 2 is accepted.

Table 4: Correlation between opportunity and career choice

Correlations			
		opportunities	Career choice
environment	Pearson Correlation	1	.826**
	Sig. (2-tailed)		.000
	N	150	150
Career choice	Pearson Correlation	.826**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Research question3: is there any relationship between personality and career choice?

In order to find out if there was any relationship between personality and career choice, a Pearson's correlation test was administrated. This test was also conducted to find out how much one variable influenced the other variable. It shows in Table 4.5. It was found that these two variables had a significant positive relationship ($r = 0.924$). The correlation coefficient of 0.924 reflects a strong relationship between variables as display in Table 4.1. This result also confirmed with hypothesis 3 which stated as H3. There is relationship between personality and career choice. Therefore, hypothesis 3 is accepted.

Table 5: Correlation between personality and career choice

Correlations			
		personality	Career choice
environment	Pearson Correlation	1	.924**

	Sig. (2-tailed)		.000
	N	150	150
Career choice	Pearson Correlation	.924**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

The results of this study demonstrate the importance of environment, opportunity and the influence of personality on career choice. The results showed that all three variables had positive relationship but the environmental factor had weak relationship. Therefore, environmental factors not much influenced on the management students career choice. Even though, these three factors important to make career choice of the management students.

5. CONCLUSION

This study was conducted to identify the relationship between environmental factor, opportunity and personality factors influence on Career choice decision making process among the Management Students at Eastern university, Sri Lanka. This section provides the conclusion and recommendations based on the findings of this study.

In the environment there were significant, but the $r = 0.442$, it shows that weak relationship between environment and career choice. While students feel environmental factors are important but not have huge impact on their career choice. Therefore, institutions might not choose as a primary benefactor, to invest resources in environmental factors because there are areas other than environment that students feel are more important.

Opportunities influence on career choice of students, the result shows that, it has strong relationship ($r = 0.826$). There are many opportunities for educational facilities, industry, and community to capitalize in cases where students find themselves intellectually qualified for a certain area but economically short of the money needed to complete the training. The idea is for students to trade their youthful energy and time for experience and making a success from otherwise unprofitable ventures. Students need to see education, not in terms of economic roadblocks, rather experiential opportunities. Personality factor also influence on Career choice. The result shows personality factor had positive strong relationship with career choice (r

= 0.924). Students must make their own career decisions based on that self-confidence in their decision-making process. As far as personality being important in the career choice process, I believe that individuals must know themselves and use that self-knowledge as a tool when

making a career choice. Further, this study suggested that future researchers and practitioners examine all aspects of the career choice decision process when conducting research on Career choice.

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