



Factors Effecting Career Decision Making

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This research examines the factors effecting the career decision making in public universities of Azad Jammu and Kashmir, Pakistan. Researchers worked on it but they mainly focus on developed countries. This research explores the effect of awareness, information, and family and gender discrimination on career decision making. There is no evident research available about this study on Azad Jammu & Kashmir, Pakistan. Data is collected through questionnaires developed on the basis of literature. The research uses a sample of 375 students of Public universities of Azad Jammu & Kashmir. The results are based on Statistical Package for Social Sciences (version 19).

Keywords: University Student, Awareness, Information, Family, Gender

INTRODUCTION

Career is an ongoing process. It is defined to be the sequential position of a person which a person attains during course of life (Arthur & Rousseau, 1996). An individual have to make career decisions in life. These decisions bases on the objectives which an individual wants to achieve. Person must get information about the career choices, compare these choices and select that one which satisfies his objectives. It is difficult to find out the best possible career which can satisfy the person. Because these decisions are always influenced by several factors like career awareness, complete and right information about career, family issues and gender.

In this research, the main focus is the factors which affect the career decision making of an individual. It involves the information about the career, awareness about personal strength and areas in which an individual has to improve (Ladkin & Riley, 1996). An individual can make the best career decisions through

having complete information about opportunities (Clancy & Goastellec, 2007). Without information the decision may take the individual towards failure. We could not neglect the awareness while decision making. Person should be well aware about himself that what can he do and what are his abilities? The career decision should be according to the attributes of individual. It is important for any person to know himself. Family effects the career decision making of an individual (Blustein, 1997) . Peers and the behaviour of others act as motivating tool in order to decide a career. Gender discrimination also affects the decision making because there are more constraints for female to enhance the career than male (Cizel, 2003). Most of the families do not like to allow the female towards the enhancement of their career. Female could not shift from one location to another for getting education and they are not free to make the career decisions at their own will. A survey is

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conducted during this study that reflects the personnel and professional behaviours regarding career choices and career decisions. This study examines the issues regarding career choices because of the global change in knowledge, skills, capabilities and work life environment.

Problem Statement

Students are always considered to be the most important assets of any nation. They play a vital role in the development of economy as well as each sector of any country. This is possible through best possible selection of their career.

This research therefore aimed at determining the factors effecting on student's career decision making in the public universities of Azad Jammu & Kashmir, Pakistan.

Objectives of Study

The objectives of this study are to highlight the factors in the way of career decides and it would also provide the right path to individual that how to decide the career. It describes the factors affecting that decision making among university students and constitutes a road map to increase career planning. To illustrate career decision making factors such as:

Awareness

Awareness about personal strengths and areas which are to improve.

Information

Information about existing and future career choices.

Family

Family obstacles in career decisions making.

Gender

Gender discrimination while career decision making.

Research Questions

- Have you ability to take rational decisions?
- Are you aware about your competencies?
- Did you seek to collect all available information about the occupation considered?
- Do you take decision on the will of family?
- Is there any Gender discrimination while career decision making?

LITERATURE REVIEW

Career is a continuous process of shifting from one position to another. Every person in life moves from one life stage to another. Bright and Pryor (2005) found that there happened technological, sociological and economic changes in last few decades, due to which it has become increasingly difficult to answer the question that what one wants to do professionally (Gati, 2013). Osipow (1999) the career decisions are made once in an individual's life but it was an old concept which has been replaced by the view that career is an ongoing process (Savickas, 2011).

Awareness

To be well aware of certain career means one has clear mind about career goal, future activities, ethics and further capabilities and development. It plays an important role in college students while they enter into new career by providing them clear direction regarding career choices and occupational requirements. In individual point of view career is something that make them satisfied regarding their social and economic needs and maintain their social status. Career is development of peoples learning and work throughout their life (Collin & Watts, 1996).

Career awareness helps individuals that how their skills and values applies to opportunities within and without the organization. Development of career awareness refers to the acquiring of knowledge of career paths, job opportunities. It tells people that how their skills, knowledge and qualification are best match with their jobs and work life. Organizations have become increasingly flat, lean and global in nature and hence potential career paths are more difficult to define (Ladkin & Riley, 1996). However, career choice and awareness is definitely a tough

decision but also a doorstep that might be easily overcome as long as we follow some basic steps or guidelines. First of all, we should assess objectively our real abilities and see whether they match all job and academic requirements so that we can avoid a huge and self-destroying gap between our expectations and the real demands. In addition to this aspect, we need to assess our chances to start a certain career. Some academic careers have very rigorous requirements and generally, our education level and the sphere of interest control significantly our chances. With the emergence of knowledge based economy and the development of new career models such as the boundary less and intelligent career has huge impact on individual career (Arthur & Rousseau, 1996). The concept of new career and new career paths have arisen based on the assumption that an individual's job security is secure to one's portfolio of portables skills and personal employability other than that of the organization (Mallon, 1998). The self directed career where the individual rather than the organization, takes control of their career path has become evident; (Ladkin & Riley, 1996). It is now admitted that an individual may have more than one career in the course of their working life.

It has been observed that the university graduates lacks in career certainty and they are not aware of what to achieve. It is understood that career goal setting is significant to have a clear objective. A career aim is important in a way that individuals have a clear future planning which gives them a sense of direction and make him satisfied regarding their occupation. Betz and Voyten (1997) assumed that decision making and self efficiency is a key measurement of career uncertainty. Even most of individuals have decided what to do in future but still they have confused state of mind about what could happen in their career drive. The studies found that the undecided group of individuals that faces issues regarding their career choices is classified as "career diffusion group" (Marcia, 1980).

It has been found that career awareness and career counselling go side by side. Career coach or career practitioner has significant impact on individual. It is much important for individuals to decide a career that is best match with their skills, capabilities and interest. In order to get advancement in career management,

the important aspect of career development strategy that was over looked was the use of coach / mentor as a source to get improvement in career management. The mentor is often described as the professional who takes an active interest in the development of career of the individuals. A large number of authors have argued the worth of mentoring and coaching as a source of career support and development (Washington, 2007). The mentor usually follow three steps, (a) they encourage the dreams and support the career aspirations of their proteges, (b) they provide opportunities for their proteges to observe and participate in their work and (c) they help their proteges become aware of the unwritten rules and policies involved in the profession (Bova & Phillips, 1982). Academic success is strongly related to the availability of career relationships including mentors, peers, and contacts in professional organizations. Career management system contributes a lot for deciding a good career. The career counsellor plays significant role while describing self and occupational knowledge (Clemens & Milsom, 2008). Career counselling services are more useful if they are offered in the early secondary school. Students know their social needs and continue their study in a college or university (Roessler, Hennessey, & Rumrill, 2007). It provides students self awareness about their professional life ahead and let them know their needs, personalities, interests, personal knowledge and skills. Harrison et al. (2009) identifies that career awareness helpful for students about their special needs in career management process.

It has been observed that cultural values plays vital role in career decidedness and these values have relevant impact on individual's personality. Phinney (1989) have focused on the factors that have great influence on career selection and culture is one of them. Fyans, Salili, Maehr, and Desai (1983) explain that paying less attention to cultural values always provide limitations to career choices. These studies further suggest that career choice determinants are needed to make clear in cultural context. Collin and Watts (1996) explained that gender might have an important influence on individuals career uncertainty especially for women who is interested in a job which is typically designed for males. Therefore

organization structure and its culture are important components of career system (Baruch, 2004).

Information

Over last 20 years, number of qualifications and courses are available to the young people Labour Government (1997–2010) due to which information about specific career has become very important. During the different life stages, we have to make decisions on the basis of information to explore our abilities as well as our values to enhance the career (Julien, 1999). Educational decision-making studies (Clancy & Goastellec, 2007) have considered the information to be important determinant of educational pathways. According to Bloch (1989) career information involves detailed information about specific programs offerings and the institutions in which these are offered. Clancy and Goastellec (2007) found information to be details about occupations specific jobs, information about job behaviour, details about industries, job seeking and job changing. In North American secondary schools, career education focuses on self-knowledge and specific information about work (Julien, 1999). Students need to explore their values, strengths, goals, their educational opportunities, career opportunities and the influence of significant others in their lives (Flouris, Vamvoukas, & Kassotakis, 1990). Students seek out information about these key elements (Herr & Johnson, 1989). Parents often play their role (Haynes, McCrone, & Wade, 2013) to facilitate access to information about career of their child. Social classes affect the information process (Eley, Hindmarsh, & Buikstra, 2007). Lower socio-economic status has less well informed knowledge (Stables & Wikeley, 1999). Affluent backgrounds have (Bandura, 2001) higher career knowledge and awareness. People seek information from attitudes and beliefs of adolescents, and number of sources like Parents, siblings, family friends, peers, counsellors, public libraries and government career centres. Career Information System provides a hope for youth and amazes them at the opportunities (Bloch, 1988). The respondents of Gallup Survey conducted on behalf of (Association, 1988) indicated that they could get more information about their potential choices through counsellors. Harren (1979) categorizes decision making style into two dimensions which are active

information seeking and intuitive process of making a decision. Harris and Dewdney (1994) founds lack of communication skills and self-confidence to be barrier in the way of seeking information, discouragement by the sources, delay in information seeking and inappropriate information received are also the barriers. Pitz and Harren (1980) information is a sequential process which comes at some cost in terms of time, money and effort. The information could be taken by interviews and questionnaire (Krumboltz & Thoresen, 1964). According to Smith (1977) behaviour is not always rational and not a single best choice can be there. So, in these cases the decisions are taken on the bases of the basis or irrational behaviour. Bransford and Johnson (1973) have shown that it is important for decision maker to interpret the meaning of information.

Family

Man is a social animal; he cannot live in this world without the co-operation of other members in the shape of parents and siblings where he lives. Without family support individual has no idea what to do and how to explore the career and make a good career decision (Blustein, 1997). Twenty years ago, college students easily enter a job market and start their career smoothly. After that, economy became unstable and political problems were raised which effect the job market after 2001, flux of war on terror (Tien, Lin, & Chen, 2005). Now a day, career uncertainty has become a very serious problem. Students change their decisions time to time and try to get a better decision of career. In first stage a child is weak and helpless. Individual slowly passes time in the protection of family love and care. In this way family has deep affect on their personality and character of an individual. The parents and siblings play a vital role in career decision making process, the research indicate that family have a great impact on the career choice or career decision making (Swanson, Daniels, & Tokar, 1996). Family help to resolve the problem of career decision making and individual explore the new ways of career selection. Family is one institution which makes a better decision for future careers of an individual (Wehmeyer, 2014). Family influences on individual personality and can make him successful or become reason of his failure (Wehman et al., 2013). An individual takes advantage after decision

according to his own thought and strength. It is a natural thing that family members love with one another and also have wishes and better desires for their own youngsters. They have strong developed thoughts about the future career and decision of their young one. Family provide same opportunities of collective decision and they support their siblings for a career choice or career decision. In this way self-determination is also created in the personality of young one (Davis & Wehmeyer, 1991). Family's condition and behaviour also affect the career decision. There are many problems for woman in our society like, social pressure and religious restrictions Okamoto and England (Badgett & Folbre, 2003). A woman whose age is 15 to 17 who get her education in spite of so many problems hurdles or restrictions and she take responsibilities of future and make better condition of her family. That woman learns the values of respect and how can she live with better status in strange broad and narrow minded society (Marks & Houston, 2002).

Gender

Gender has affect on career decision making of individual personality. Cizel (2003) found that male have batter opportunities than female in employment. Huffman and Torres (2001) also found that Male has reached in upper level management and female have only opportunity to reach at least middle level management. Male and female have stereotype views about employment. Men found jobs in food industries and female found in front office because they there thinking is that this job is suitable for them (Ladkin & Juwaheer, 2000). When students take decision about their career they consider the influence of gender on the career decision. Two very variables are common which affect the decision making one is age and other is sex.

Research found that women are less in competition than men because conceptual skills of men are more than women (Gneezy, Niederle, & Rustichini, 2003). In interviews strong competition is found (Niederle & Vesterlund, 2011) because of the reason that genders difference candidates want to compete one another. In arithmetic choice college students perform equally Qualified women compete the men by reaching at the

top positions (Hallock, 2002). Competitiveness is in some specific fields of science. Laboratory test found that gender competitiveness occurs some time when oral test are conducted (Kamas & Preston, 2010).

In Competitive environment of gender selection is very sensitive. Decision making is affected by difference of gender and age. One other main reason of effect of decision making is social values and beliefs of people of society. Women are affected by environment and take more time for decision making process (Gill, Stockard, Johnson, & Williams, 1987). Objectives of men have more realistic and men are competent in decision making, they do not take much time for decision making. Female has better chance of success than male (BAGUES & ZINOVYEVA, 2010).

The role of women is decreasing in industries and increasing in managerial level (Ginige, Amaratunga, & Haigh, 2007). Improving the participation of women on senior level enhance the position of women and provides the freedom and right of job in organization and provides the position in international level. If women get the opportunity of equality at world level it has great impact on organization (Schein, 2007). Women are more risk taking than men and they are more social than men. Due to gender gap there is difference in preference of men and women Manning and Swaffield (2008). There are MBAs women that are executive posts are lesser than men. There is better chance of success of female than male (BAGUES & ZINOVYEVA, 2010). The companies that are performing better focus on the preferences of gender (Adams & Ferreira, 2009). Male and female are differently attracted to career because both have different preferences and choices. Men work more than women whole year and supervision of workers is also conducted by different sexes in the organization that have top or managerial position in the organization (Satterfield, Kang, Ladjahasan, Quam, & Bjorngaard, 1999).

Women are less in employment because they spend most of time in care of children at home. Women are more hard worker than men and they are committed their work. When pressure is accrued by senior authorities women do hard work and focus on their duty for completing their tasks. Women are interesting in designing and jewellery making and interested in soft work which are easy for achieving

for them and field of decoration and technology. In business level women and men have different preferences and they do work in business at same level (Satterfield et al., 1999).

There are cross gender barriers for women. Women are not encouraged for more studies and discourage when dominating positions are given to males. Due to this women focused more on their education and get more degrees of education. Women are willing to cross gender barriers(Gat, 2004). Physical education of women is affected by participation of in education. Physical access of education is more difficult for girls than boys. Female is education is affected by cultural biasness in different countries (Brock & Cammish, 1997).

Career choice is affected female residents in the pursuit of a career gender. Female residents in the pursuit of a career gender are most motivational factor. Male achieves better opportunities than female in hotel sectors(Anafarta & Çİzel, 2003). Women prefer the jobs of sale and marketing and men prefers the job of beverage and food (Hjalager & Andersen, 2001). Males are promoted in organizations up to top level management and women are promoted up to middle level management (Huffman & Torres, 2001). One factor of promotion is involve in the promotion of women is family pressure because women has a lot responsibilities of family, they spend much time in the care of family due to this they cannot promoted up to top level management if are they promoted up to top level management, their responsibilities are increased and it is difficult for them to manage the much responsibilities of organization and family (Adams & Ferreira, 2009). In hotel sector manger promote the men in food beverage area when they develop their career path within organization as compared to women (Wadongo, Kambona, & Odhuno, 2011). Females are predominant for promotion of hotel management in areas of housekeeping, accounting and marketing (Ladkin & Juwaheer, 2000).

FIGURE 1 HERE

In figure 01 the conceptual frame work shows:

Dependent Variable

- Career Decisions

Independent Variables

- Awareness
- Information
- Family
- Gender

METHODOLOGY

Target Population & Sample Population

The target population included students of University of Management Sciences and Information Technology Kotli, Mirpur University of Science and Technology Poonch University and AJ&K University Muzaffarabad. The sample size is set to be 375 out of which response from 300 is received. Of the total sample, 140 were female and 160 were male.

Instruments

Data is collected through questionnaires. Questionnaire is developed on the basis of literature. Consistency with the literature, items of content validity, and the validity of instrument is timely reviewed. We used 5 point Likert scale which was invented by (Likert, 1932). Response options included "strongly disagree, disagree, neutral, agree, strongly agree". Participants indicated their sex, age, education, current career expectations, future career expectations, awareness, information and their family. The awareness factor included personal skills, abilities, competencies and traits, (Ladkin & Riley, 1996). Information included the information about existing and future occupations (Clancy & Goastellec, 2007). It also includes the information about occupation which individual considers. Family factor included the role of family while career decision making (Blustein, 1997). Gender discrimination and its role are included in the last factor (Gill et al., 1987). We used T-test to check that either independent variable affect the dependent or not. Our data is divided into categories, we used chi-square test. After collection of data Statistical Package for the Social Sciences (version 19) is used for statistical analysis.

FINDINGS

The value of Cronbach alpha is 0.69 because the tool is further divided into different sections.

TABLE 1 HERE

It shows ($t=101.039$, $p=.000$) which means that the students have awareness about themselves. They are well informed about the career ($t=89.387$, $p=.000$). Family will is not behind their decisions but they take decisions on their own will ($t=78.300$, $p=.000$). They reported the gender discrimination while career decision making ($t=91.957$, $p=.000$).

A series of chi-square tests was conducted to test the significant differences between the percentages of female verses male endorsing each type of factor for each person.

TABLE 2 HERE

Table 2 shows that Female were less likely to report than male that they have the ability to take rational decisions ($\chi^2 =15$, $p=.003$). Male were more likely to report that they know about what their traits will be like in future ($\chi^2 =10$, $p=.013$), female were less known about their traits ($\chi^2 =10$, $p=.015$). Male were having contradictory data about their personal traits ($\chi^2 =8$, $p=.064$). Female more likely report than male that their skills and abilities match with their career they are interesting in ($\chi^2 =10$, $p=.027$).

TABLE 3 HERE

According to table 3 female likely reported that they seek to collect all available information about considered occupation ($\chi^2 =22$, $p=.000$), male also reported the same ($\chi^2 =28$, $p=.000$). Female reported to be well informed about existing occupations ($\chi^2 =18$, $p=.000$), male also reported the same ($\chi^2 =63$, $p=.000$). Female were well informed about future occupations ($\chi^2 =22$, $p=.000$), male were also well informed about future occupations ($\chi^2 =44$, $p=.000$).

TABLE 4 HERE

It shows female were more likely to report that they make decisions on the will of family ($\chi^2 =7$, $p=.100$), male reported that they do not make decisions on the will of family ($\chi^2 =2$, $p=.736$). Male were more likely to report than female that social was behind their decision ($\chi^2 =14$, $p=.007$). Female were more likely to report than male that they were needed about the confirmation and support from family regarding career ($\chi^2 =37$, $p=.000$).

TABLE 5 HERE

According to this table, male reported that they were free to change the geographical location to enhance the career ($\chi^2 =28$, $p=.000$), female reported that they are not free to change the geographical location ($\chi^2 =12$, $p=.015$). Female were more likely reported about the gender discrimination while decision making ($\chi^2 =8$, $p=.090$), male were less reported about the gender discrimination ($\chi^2 =4$, $p=.406$).

CONCLUSION

The results of research suggest that career decision making is effected by information, awareness, family and gender (e.g. Ladkin and Riley (1996), Clancy and Goastellec (2007), Swanson et al. (1996), Niederle and Vesterlund (2011).

Female do not take the rational decisions. The research shows that their abilities and traits do not match with career occupations they considered. Due to which they face constraints in the way of success. Female and Male both consider information to be important and are well informed about variety of occupations.

Family effects the career decision making (Swanson et al., 1996). The results of this research show that family effect the career decision making of female. They take decisions on the will of family. Confirmation and support from family is needed to them. Social class is behind their career decisions.

This research shows that female is restricted to move geographically in order to enhance the career. They reported the gender discrimination while decision making. Male is free to move geographically and they reject the gender discrimination.

Implications

This research provides a clear picture about the factors which should be considered while career decision making. Students will take rational decisions regarding their academics after studying this research. It will be beneficial for the industry that competent personnel will be provided.

Future Research

Further work is needed to explore the other factors and understand the possible effect of those factors in career decision making. Work and effective recommendations are needed to facilitate in career decision making.

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APPENDIX

Table 1 : T-test statistics

One-Sample Test						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Awareness	101.039	297	.000	3.50604	3.4378	3.5743
Information	89.387	298	.000	3.76366	3.6808	3.8465
Family	78.300	299	.000	3.54222	3.4532	3.6312
Gender	91.957	299	.000	3.70556	3.6263	3.7849

Table 2 : Personal awareness

Write down your gender	I have ability to take rational decisions.	I have information about my competencies.	I know what my traits will be like in future.	I have contradictory data about my personal traits.	My skills and abilities do not match with the career I am interesting in.	
Female	Chi-Square Df Asymp. Sig.	15.838 ^a 4 .003	30.158 ^b 4 .000	10.421 ^c 3 .015	25.595 ^d 3 .000	10.947 ^b 4 .027
Male	Chi-Square Df Asymp. Sig.	23.711 ^e 3 .000	24.956 ^e 3 .000	10.733 ^e 3 .013	8.889 ^f 4 .064	11.778 ^f 4 .019

Table 3 : Career information

Write down your gender		Seek to collect all available information about the occupation I am considering.	Well informed about future occupations.	Well aware about variety of existing occupations.
Female	Chi-Square	22.324 ^a	22.211 ^b	18.000 ^b
	Df	4	3	3
	Asymp. Sig.	.000	.000	.000
Male	Chi-Square	28.867 ^c	44.889 ^d	63.111 ^d
	Df	3	4	4
	Asymp. Sig.	.000	.000	.000

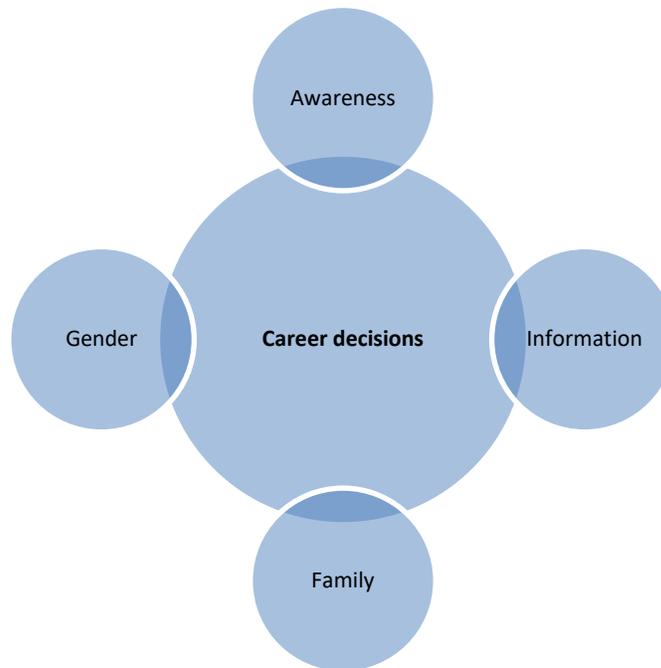
Table 4 : Family constraints

Write down your gender		I take decision on the will of family.	Social class is behind my decision.	Need confirmation and support from family regarding career.
Female	Chi-Square	7.789 ^a	10.684 ^a	37.526 ^a
	Df	4	4	4
	Asymp. Sig.	.100	.030	.000
Male	Chi-Square	2.000 ^b	14.000 ^b	13.933 ^c
	Df	4	4	3
	Asymp. Sig.	.736	.007	.003

Table 5 :Gender discrimination

Write down your gender		Free to change geographical location to enhance career.	There is gender discrimination while making career decisions.	Do you make career decisions on your own will?
Female	Chi-Square	12.263 ^a	8.053 ^a	28.053 ^a
	Df	4	4	4
	Asymp. Sig.	.015	.090	.000
Male	Chi-Square	28.444 ^b	4.000 ^b	53.333 ^b
	Df	4	4	4
	Asymp. Sig.	.000	.406	.000

Figure 01



This conceptual framework is developed on the basis of literature.