Factors Having Impact on the Career Decisions: Study of Business Graduates in Pakistan
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Abstract
The research highlights the factors that have impact on the career decision of business graduates in Pakistan. The factors were divided into five broad categories family, socializers, environmental influence, personality, and career preferences. All the variables were measured with the help of survey of universities in Pakistan. The effect of family and fathers occupation was especially focused. Business graduates were somehow autonomous but the effect of father’s occupation and sector still had a strong influence. From the findings of survey, a model was proposed which showed two results. First part showed the trend for preferring management oriented jobs over other career options and second part included the preference of business over other career options. This allowed us to measure the interrelationship of the variables.

Key words: Career Factors, Family, Socializers, Environmental Influence, Personality and Career Preferences

INTRODUCTION
Education sector is the backbone of any economy in the world. Economies are said to be well groomed if their literacy rate is high and maximum of their youth population is educated because they are the future. Educated human capital is the most precious resource of a nation which is to be encouraged and replenished. But unfortunately Pakistan is among the countries that do not have a satisfactory literacy rate. According to the information provided by the bureau of statistics Government is trying to increase the literacy rate of the country by increasing its development and non-development expenditures in the education sector. Growing interest of people in deciding an appropriate career for themselves as well as parental involvement and cautiousness in this regard is increasing day by day. Beginning a career is the turning point of a person’s life which is decided through previously affecting factors this spans all the activities in a person’s life from early childhood when implicitly everyone is thinking that any activity faced in this part of life has no effect on the personality of a person but actually a very strong influence is perceived and preserved, and then future outcomes are often based on this experience.

Career Choices
Career Choices when made are never on standalone basis there are multiple influences on them, among which are the opportunities and constraints by the environment. When thinking about the vocational choice one always takes into consideration the cultural barriers as well as family influences and barriers. When talking about the business graduates in Pakistan many determinants are identified that are involved in shaping their decision. As according to psychologists decision making power strengthens with age and people become more and more rational and can view the long-term benefits of a particular study program and hence the career. Protean career is not new to anyone, nowadays careers are becoming more and more people oriented rather than organization oriented where formal training for upward mobility is provided and job security, challenging work and continuous learning is preferred. Conventional careers are the one that can also be called as dead end jobs. When positively viewing the traits of conventional workers, they are the one who are very well organized and like to do things in an orderly manner and as directed.

Objectives
- To determine the factors having impact on the career choice of the business graduates in Lahore
- To determine the demographics of the business graduates studying in the business schools of Lahore

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To determine which are the significant factors that are contributing in the decision making process of business students.

LITERATURE REVIEW

According to Ivancewich career can be divided into three stages early career, Middle career, late career. In our research the word career is used for early career, this can be termed as apprenticeship. This stage appears when the education is finished and the job is adopted, age in this stage of career is expected to be up to 30 years. This is the stage when young individuals can actually determine their abilities and needs of future. We are to determine the factors influencing the adoption of a career at this very stage. Gutman’s definition for career aspiration is termed as:

“Aspirations begin to be shaped early in a child’s life, but are modified by experience and the environment. Aspirations tend to decline as children mature, in response to their growing understanding of the world and what is possible, and to constraints imposed by previous choices and achievements. This decline is particularly marked for those facing multiple barriers.”

Family

In this dimension family, we measured the explicit and implicit influence of father, mother and siblings. As our study is on the business graduates still in the process of completion of their degree, there is a greater chance of parental influence on them because they haven’t yet step into their practical lives. Family demographics always have a very strong impact on a person’s life. The way of thinking of a person can be depicted in the way that in which environment he has been brought up and with which type of people (Young, 1996). Significant people in the family like father, mother and elder siblings are a great source of aspiration for the children, (Desforges & Abouchaar, June 2003) especially when they are contented with the type of career they have adopted (Crites, 1969). The level of education, the type of occupation, and the level of contentment with their career shape the choice of all others living in the same environment. A healthy involvement of parents in everyday concern of their children builds confidence in them to choose the best among the many careers that appeal them. Parents are also involved in the career counseling because this is the need of proper counseling. As the counselors have to satisfy the selection of career with respect to the person’s abilities and preferences (Barron, 2009).

Socializers

Socializers can also be termed as the social capital (Franke, “Current Realities and Emerging Issues Facing Youth in Canada.”, 2010). Social capital includes all those people whom we meet in our everyday life and gradually they become a significant path of our lives. These include peers, media and significant other people like teachers, people having liaison capability in the society or any role model through which we are impressed. It’s not necessary to have only one person as a socializer but actually these people possess the traits that you admire and have passion to adopt them. According to the National institute of career education and counseling, the effectiveness of our deep needs is also affected by these role models and hence moulds the career decision. Nowadays media is also playing a significant role in imparting the career awareness, people have 24/7 access to internet and can retrieve information they want (Maharaj, 2010). Media can actually play a role in both the directions, constructive as well as destructive. So the role of media and its contribution in career is also measured.

Environmental influences

Environmental influences include societal needs, the domestic circumstances, gender, job opportunities, and awareness of profession. While deciding the career choice all the environmental factors must be taken into account. Societal needs include the preferences of the society as well as what you want yourself to be, from the perspective of the society. Domestic circumstances are the situations prevailing in the national economy in which you are to pursue your career. A healthy information of domestic circumstances helps to decide the future direction of the economy and hence the career. The availability of jobs in sector you want to work is also to be viewed and a full fledge knowledge of the availability of profession can lead to a proper career choice. This information regarding the economy and the professions is the responsibility of the career counseling institutes in the developed economies. But unfortunately career counseling is an overlooked part of our economy. And due to this reason students are not able to view the correct picture of the economy. Gender stereotyping is also among those elements that are playing a significant role in molding the career decision (Huang, 2006). Women are more prone
to this element then man. The evolution of the society has broadened the scope of occupations for them but still there are cultural and societal constraints that cannot be overlooked. Men are not an exceptional case but they also have to take into account the cultural or family barriers that are imposed.

**Personality**

Personality is actually shaped by the environmental, familial, and societal influences. But we can say personality type can be measured by looking at the elements like sense of responsibility, commitment and the type of life you want to have (prestige). Prestige is actually recognition of one’s honor or esteem by others or it is also as how one rates a particular career decision. Prestige in this study refers to occupational prestige. Prestige is more of a reputational approach rather than a behavioral one. Moreover how you are rating your everyday matters i.e. what are the preferences your values, your parents and religion?

**Career itself**

The traits that must be present in the job or career are measured in this dimension. Interest in a particular career can be maintaining your father’s business or working in the public sector and availing the allowances given by the government. Choosing a career that gives you non-pecuniary benefits that pay off in the future but now the reason for pursuing is to get experience and satisfaction. (Maria Knoth Humlum,Kristin J. Kleinjans,Helena Skyt Nielsen, 2007) The type of incentives in a particular career like appraisals, recognition, health allowances, and old age benefits etc can also play role in the choice of career

**Interdependencies of factors**

It is not possible to take the career choice of a student independent of the family and the community impact because both of these Factors are so interrelated in building the character of a person that it is really difficult to define their boundaries.

Socio-economic status include many variables like family’s current income, occupations and education leveled of the parents, the status associated to the parents occupation or perceived by the society. Because all these factors affect the choices made for the children including the choice of school, college, university, career path to be adopted. Mostly likely the students are to adopt the profession of their parents because they have the perception that the profession of their parents is easy to adopt and follow. (Clutter, 2010)

Three broad categories of these factors can be

a) Personal factors that affect the choice of a career include the prestige given to individual by the type of career. They like the variation in their work. Personal goals lead to the type of career. Commitment is also confirmed when the career is of personal choice. Prestige was also ranked highly.

b) Socio economic factor included the job opportunities given by the environment, societal needs cannot be neglected, domestic or national circumstances occurring. When asked about the working environment it was also highly ranked.

c) Socializers included parents, siblings, media and significant others. Work related factors were also important while selecting a career, this include working hours, conditions and expected income as well. Parents contributed to about 68.1% in making a career choice. Awareness of careers also contributed towards making a career decision. (Maharaj S. H., 2010)

Most of the literature is in the support of family influence, environmental factors and personal traits. Family, school, and community are interconnected when talking about career exploration. The financially viable and societal view of the overall community builds the perceptions for a particular character. Career trajectory is decided before entering a university. Career selection is actually the result of many influencing factors rather than just a matching concept between a person and its personal preferences. Many prefer to migrate either towards urban areas or overseas whatever suits them best. Personal preference is the outcome of community and family. (Natalie, 2006). Much influence is of the society even in the family as well. Some of the youth may be more vulnerable to the society if they are brought up by a single parent because they become immune to societal changes as the society force them to think in such a manner. (Franke, 2010)
METHODOLOGY
The research is explanatory research as it explains all the factors having impact on the career decision of business graduates in Pakistan. Questionnaire can be divided into two main parts, one for collecting the demographics and other personal information and the second part included the questions related to the factors which were family, socializers, environmental influence, personality and career itself. All of these were measured on the likert scale. Before final data collection process pilot testing was administered on 20 of the questionnaires. The flaws were then removed and suggestions were incorporated and then the survey tool was finalized.

Sampling technique
The questionnaires were then distributed among the business graduates of Lahore. It was made sure that the students must belong to the following degree programs: BBA (Bachelors in Business Administration), B.Com (Bachelors in Commerce), BBIT (Bachelors in Business and Information Technology), MBA (Masters in Business Administration), M.Com (Masters in Commerce), BS (Bachelors in science), MS (Masters in Science). It was made sure that all the renowned business schools of Lahore were in our sample.

- The data was collected on the basis of convenience sampling from 17 of the business schools of Lahore.
- It was made sure there must be no gender biasness in collecting the data.(45% male and 55% females)
- A balance was also tried to maintain while collecting data from the public and the private sector. (57.25% govt. sector and 42.75% private sector)

DATA ANALYSIS AND RESULTS
Pearson chi-square Test
Pearson chi-square test was applied on the variables in order to determine the intensity of relationship among different variables.
In Table 1 all the results are with 95% confidence interval. The relationship for the variables is significant for which the value of p<0.05. A very significant relationship appeared between the family and being status conscious. Male students were more inclined towards adopting the profession of their father than the females. On the other hand, mother’s occupation showed no such effect on the female students. Mothers were always found to be morally supporting and there also existed a relationship among the mother’s education and moral support for the students. Domestic circumstances had a very strong effect on the type of post that was in the minds of students.

Multinomial Logistic Regression
a Model fitting information
The model 2a shows that the overall model is insignificant (p=0.187).
b Parameter estimates with other variables:

Interpretation
B: The column gives the estimated multinomial logistic regression for the models with respect to the referent group which is others. We have obtained two models which are

i. For selecting a job in management with respect other careers selected.
ii. For selecting one’s own business with respect to other career adoption.

(i) Management relative to other career adoption model:
Now we will analyze the multinomial logit for each of the variable by giving the changes in units for a unit change in the variable and then interpreting that which post is likely to be admired by what units?
Now we will explain each of the variables for the model for management jobs to other career options.

\[ Y_M = a + B_1 X_1 + B_2 X_2 + B_3 X_3 + B_4 X_4 + B_5 X_5 + B_6 X_6 + B_7 X_7 + B_8 X_8 + B_9 X_9 + B_{10} X_{10} + B_{11} X_{11} + B_{12} X_{12} \]

Where \( Y_M \) = Management (Dependent variable)

a = constant
\( B_1 = \) Co-efficient of \( X_1 \) (Domestic Circumstances)
\( B_2 = \) Co-efficient of \( X_2 \) (Culture)
\( B_3 = \) Co-efficient of \( X_3 \) (Socializers)
\( B_4 = \) Co-efficient of \( X_4 \) (Family)
\[ Y_M = 2.506 + 0.446X_1 + 0.160X_2 - 0.176X_3 + 0.276X_4 - 0.193X_5 + 0.161X_6 + 0.159X_7 + 0.169X_8 - 0.178X_9 - 0.320X_{10} - 0.122X_{11} \]

Domestic circumstances

It is obvious from the table 2b that for a unit increase in the domestic circumstances i.e when the domestic circumstances are more favorable and stable environment is provided in the country then the multinomial log odds of preferring management oriented jobs to other career options increases by 0.446 units where all other variables are constant. This trend for switching towards management jobs could be due to a more developed and positive approach which is common in the developed and stable economies of the world as well. The sig. value for this variable is greater than 0.05 so relationship is insignificant \((p=0.109)\).

Culture

It is obvious from the table 2b that for a unit increase in the culture i.e when the culture is imposing lesser constraints and a healthy societal involvement is present then the multinomial log odds of preferring management oriented jobs to other career options increases by 0.160 units where all other variables are constant. The sig. value for this variable is greater than 0.05 so relationship is insignificant \((p=0.560)\).

Socializer

It is obvious from the table 2b that for a unit increase in the socializer i.e when all the significant personalities in the social circle are playing a supportive role in understanding the personality and then predicting the career then the multinomial log odds of preferring management oriented jobs to other career options decreases by 0.176 units where all other variables are constant. This trend could be due to the awareness of the evolving jobs of the modern era. The sig. value for this variable is greater than 0.05 so relationship is insignificant \((p=0.582)\).

Family

It is obvious from the table 2b that for a unit increase in the family influence variable i.e when mother, father and siblings are playing role in career adoption then the multinomial log odds of preferring management oriented jobs to other career options increases by 0.276 units where all other variables are constant. Because career of students is most likely decided by their parents and they prefer their children to do management oriented jobs. The sig. value for this variable is greater than 0.05 so relationship is insignificant \((p=0.325)\).

Gender influence

It is obvious from the table 2b that for a unit increase in the influence of gender variable i.e while selecting a career option gender also plays its role and the multinomial log odds of preferring management oriented jobs to other career options decreases by 0.193 units where all other variables are constant. This trend could be due to the biasness of gender prevailing in decision making regarding career. The sig. value for this variable is greater than 0.05 so relationship is insignificant \((p=0.397)\).

Importance of money and financial rewards:

It is obvious from the table 16 that for a unit increase in the financial rewards in the career options the multinomial log odds of preferring management oriented jobs to other career options decreases by 0.161 units where all other variables are constant. This trend could be due to the fact that when financial rewards are given then there are more chances of accepting other career options. The sig. value for this variable is greater than 0.05 so relationship is insignificant \((p=0.538)\).

Entrepreneurial intention:

It is obvious from the table 2b that for a unit increase in the entrepreneurial intention in the career options the multinomial log odds of preferring management oriented jobs to other career options decreases by 0.183 units where all other variables are constant. This trend is due to the inclination towards starting
one’s own business. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.535).

Fieldwork
It is obvious from the table 2b that for a unit increase in the intention to do fieldwork the multinomial log odds of preferring management oriented jobs to other career options decreases by 0.159 units where all other variables are constant. This trend is due to the fact that management work is more office oriented, so students who prefer field work are most likely to consider other career options. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.469).

Commitment
It is obvious from the table 2b that for a unit increase in commitment towards goals, the multinomial log odds of preferring management oriented jobs to other career options increases by 0.169 units where all other variables are constant. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.443).

Career counseling
It is obvious from the table 2b that for a unit increase in career counseling, the multinomial log odds of preferring management oriented jobs to other career options decreases by 0.178 units where all other variables are constant. With the awareness of other career options the students are more oriented towards specialized jobs. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.565).

Status conscious
It is obvious from the table 2b that for a unit increase in status consciousness of a student, the multinomial log odds of preferring management oriented jobs to other career options decreases by 0.320 units where all other variables are constant. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.233).

Gender
For gender male=1 and female=2 in our observation tool analysis. The comparison will be male as compared to female. So, there is a chance that males are -.122 units less likely than females to adopt a career option in management than females or it can also be said as that females are more likely to pursue career in management than males. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.755).

(ii) Model for students preferring ones own business over other career options:

\[ Y_B = a + B_1 X_1 + B_2 X_2 + B_3 X_3 + B_4 X_4 + B_5 X_5 + B_6 X_6 + B_7 X_7 + B_8 X_8 + B_9 X_9 + B_{10} X_{10} + B_{11} X_{11} + B_{12} X_{12} \]

Where \( Y_B \) = Business (Dependent variable)

\( a = \) constant

\( B_1 = \) Co-efficient of \( X_1 \) (Domestic Circumstances)

\( B_2 = \) Co-efficient of \( X_2 \) (Culture)

\( B_3 = \) Co-efficient of \( X_3 \) (Socializers)

\( B_4 = \) Co-efficient of \( X_4 \) (Family)

\( B_5 = \) Co-efficient of \( X_5 \) (Gender Influence)

\( B_6 = \) Co-efficient of \( X_6 \) (Money)

\( B_7 = \) Co-efficient of \( X_7 \) (Entrepreneurial Intention)

\( B_8 = \) Co-efficient of \( X_8 \) (Fieldwork)

\( B_9 = \) Co-efficient of \( X_9 \) (Commitment)

\( B_{10} = \) Co-efficient of \( X_{10} \) (Career Counseling)

\( B_{11} = \) Co-efficient of \( X_{11} \) (Status Conscious)

\( B_{12} = \) Co-efficient of \( X_{12} \) (Gender)

\[ Y_B = 3.219 + .017X_1 + .096X_2 + (.264)X_3 + .142X_4 + (.092)X_5 + (.151)X_6 + (.584)X_7 + .029X_8 + .142X_9 + (.374)X_{10} + (.111)X_{11} + .247X_{12} \]

Now we will explain each of the variables for the model for business to other career options.

Domestic circumstances:
It is obvious from the table 2b that for a unit increase in the domestic circumstances i.e when the domestic circumstances are more favorable and stable environment is provided in the country then the multinomial log odds of preferring own business to other career options increases by 0.017 units where
all other variables are constant. This trend for switching towards starting one’s own business could be due to a more developed and positive approach which is common in the developed and stable economies of the world as well. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.955).

Culture
It is obvious from the table 2b that for a unit increase in the culture i.e when the culture is imposing lesser constraints and a healthy societal involvement is present then the multinomial log odds of preferring own business to other career options increases by 0.096 units where all other variables are constant. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.744).

Socializer
It is obvious from the table 2b that for a unit increase in the socializer i.e when all the significant personalities in the social circle are playing a supportive role in understanding the personality and then predicting the career then the multinomial log odds of preferring own business to other career options decreases by 0.264 units where all other variables are constant. This trend could be due to the awareness of the evolving jobs of the modern era. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.441).

Family
It is obvious from the table 2b that for a unit increase in the family influence variable i.e when mother, father and siblings are playing role in career adoption then the multinomial log odds of preferring own business to other career options increases by 0.142 units where all other variables are constant. Because career of students is most likely decided by their parents and they prefer their children to do business. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.637).

Gender influence
It is obvious from the table 2b that for a unit increase in the influence of gender variable i.e while selecting a career option gender also plays its role and the multinomial log odds of preferring own business to other career options decreases by 0.092 units where all other variables are constant. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.705).

Importance of money and financial rewards:
It is obvious from the table 2b that for a unit increase in the financial rewards in the career options the multinomial log odds of preferring own business to other career options decreases by 0.151 units where all other variables are constant. This trend could be due to the fact that when financial rewards are given then there are more chances of accepting other career options. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.589).

Entrepreneurial intention
It is obvious from the table 2b that for a unit increase in the entrepreneurial intention in the career options the multinomial log odds of preferring own business to other career options decreases by 0.584 units where all other variables are constant. The reason for this shift could be joining the fathers business or financial constraints may be prevailing see appendix figure no 4. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.066).

Fieldwork
It is obvious from the table 2b that for a unit increase in the intention to do fieldwork the multinomial log odds of preferring own business to other career options increases by 0.029 units where all other variables are constant. This trend is due to the fact that business is more office oriented, so students who prefer field work are less likely to consider other career options. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.902).

Commitment
It is obvious from the table 2b that for a unit increase in commitment towards goals, the multinomial log odds of preferring own business to other career options increases by 0.142 units where all other variables are constant. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.545).

Career counseling:
It is obvious from the table 2b that for a unit increase in career counseling, the multinomial log odds of preferring own business to other career options decreases by 0.374 units where all other variables are
constant. With the awareness of other career options the students are more oriented towards specialized jobs. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.259).

Status conscious:
It is obvious from the table 2b that for a unit increase in status consciousness of a student, the multinomial log odds of preferring own business to other career options decreases by 0.111 units where all other variables are constant. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.698).

Gender
For gender male=1 and female=2 in our observation tool analysis. The comparison will be male as compared to female. So, there is a chance that males are .247 units more likely than females to select a career in business. The sig. value for this variable is greater than 0.05 so relationship is insignificant (p=.550).

CONCLUSIONS
The results of the cross tabulation are quiet obvious from the interpretations. But, in order to conclude the results we are to sum up in few lines. The students are autonomous at this very age but there are implicit as well as explicit factors shaping the career decision. The impact of family on the personality traits like commitment towards career goals and status consciousness of an individual are clear from Table1. No doubt, other variables effect cannot be neglected. Students are more likely to pursue their career in the same sector as of their fathers. We can also say that most of the career aspirations of the business graduates are designed by the influence of family as we have significant results in both the cases. Moreover, an important issue of Pakistan is highlighted that there is a severe lack of proper career counseling through any of the sources. Students however, agreed that media is playing a positive role in helping the students regarding their career choices. Commitment, domestic circumstances, culture, and family showed a positive correlation with both the models. The preference on management-oriented job to others increased for these four variables when there was a one-unit rise in any of the described variables. However, this increase was observed to be more, in preferring management to other career options. The other eight variables: status conscious, socializers, influence of gender, importance of money, type of job, career counseling, gender and entrepreneurial intentions had a negative impact which means for an increase in one unit of the variable showing negative response the preference for other career options increased as compared to starting ones own business. This can be concluded as when there are more risks involved students are more likely to do jobs despite of becoming an entrepreneur.

RECOMMENDATIONS
The present study is conducted on the business graduates of Pakistan in the year 2012. There are certain recommendations that are to be made for those who want to do further research on this topic.

- Convenience sampling technique is adopted by taking all the business schools of Lahore, interpretations are made, and it is assumed that same results would be produced if we had gathered data from business schools located in different regions of the country. So, it is recommended to take sample from different regions while conducting result on a similar topic.
- The research technique can be applied on the students of other disciplines like: engineers, doctors, economics, literature etc.
- This research tool used in the study can also be used in other regions of Asia having similar demographics and culture.
- Due to time constraint number of questionnaires returned and analyzed was 400. A larger sample for the analysis could give more obvious results. But this recommendation also has a limitation that there may be more deviation in the data results.

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