



An Investigative Study on Factors Causing Job Choice of Business School Students in Private Universities of Bangladesh

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Abstract: Nowadays, students are very much interested to obtain business learning because of its high demand in today's corporate world. But they are not properly aware for the selection of right job or career especially in Bangladesh. This paper tries to find out the factors behind job choice of business school students in private universities of Bangladesh. A total number of 80 students from different business schools of 8 private universities located in Dhaka city were selected through simple random sampling technique. To collect primary data a well structured questionnaire has been used. The data were analyzed using linear regression, coefficient analysis and SPSS 16.0 to serve the purpose of the study. The results of this research study may be very useful for business school students to advance their professional career according to appropriate job choice.

Key Words: Bangladesh, Business, Job, Private University, Students.

I. Introduction

There are various private and public universities which provide quality business education following the syllabus of developed nations in Bangladesh. Especially private universities in Bangladesh help students to orient them with the corporate world by organizing different career events. So, private universities in Bangladesh are growing a very lucrative place for business students. There are a lot of job openings in corporate arena of Bangladesh which will be available specifically for business school students and of course, employers prefer business school students all over the world because ultimately they can provide the quality output compare to non-business students. According to Elaine and Kenneth (1995) at present employers' prefer graduates in business discipline but with an exposure to functional training. As a result, the demand for business school students is gradually increasing at a strong rate (Demagalhaes et al., 2011; Mohammad Emdad Hossain and Tabassum Siddique, 2012). Although economic depression of 2008 did affect the demand of business school graduates especially accounting graduates but not in all levels of organizations (Bloom and Myring, 2008). This study mainly focuses on job choice and its influencing factors that affects the business school students of private universities in Bangladesh. The feedback of this research study helps the employers to identify and select the best candidates for their vacant positions. It also helps the academics and career advisors to advice their graduates regarding different job openings and choices. So, for the development of a nation as a whole, it is a great challenge for employers and academics to recognize the root causes of job choice for achieving a concrete vision.

II. Literature Review

Literature review helped to disclose various important studies that are very much vital to business school students' job choice. So, developing a job choice and planning the study accordingly, is the greatest starting of career journey. Basically, the concept of job choice is much broader in sense and it represents the self-selection of their job arena on the basis of their personal capability (Mohammad Emdad Hossain and Tabassum Siddique, 2012). Job opportunities in Bangladesh are very high in manufacturing, financial and telecom sectors than other sectors and those sectors require adequate business graduation to fulfill its demand (Chisty et al., 2007). According to Shamsuddoha and Khanam (2003) job finding opportunities are especially high for private university students who are from business schools.

Another research found that job attributes are the most crucial factors for choosing a job among business school students. According to Carpenter and Strewser (1970) US students possessed some important characteristics like task nature, growth opportunities, remuneration, working atmosphere, job security, training programs and other settlements for choosing their right job. There are other several studies identified the job factors for graduates. As stated by Tandy and Moores (1992) students prioritized their career or job growth prospects as the most crucial factor for choosing early positions. Other important issues like availability and security of job, remuneration and prospects for career advancement have been recognized for desired career or job decision (Rosen et al., 1982; Cangelosi, Condie and Luthy, 1985; Kochanek and Norgaard, 1985; Reha and Lu, 1985;

Shivaswamy and Hanks, 1985; Haswell and Holmes, 1988; Gul *et al.*, 1989; Horowitz and Riley, 1990; Felton *et al.*, 1994).

Dinc (2008) recognized family surroundings, learning atmosphere, high prospects regarding payments, career growth, work experience, knowledge and skills by using factor analysis for choosing a right career or job. As stated by Brown (2002) Group influence helps to decide the most suitable career or job for an individual.

There is important three factors namely academic stream, sexual category and individuality also facilitate to recognize the business undergraduates' or students' desired job or career with desired multinationals and small & medium sized industries. The undergraduates from different universities who desired to involve with small and medium sized industries are studying their major in management studies stream and who desired to involve with multinationals are studying their major in other business related streams. This study also found that male undergraduates desired to involve with multinationals compared to female undergraduates and female undergraduates desired to involve with small and medium sized industries compared to male undergraduates (Moy and Lee, 2002; Huang and Sverke, 2007).

There is various research studies have been carried out to present the job choice issues of business school students in developed countries but in developing countries like Bangladesh, it is nearly absent (Mohammad Emdad Hossain and Tabassum Siddique, 2012). So, there is a very urgent need to research on this issue to show the future career path of business school students in Bangladesh.

III. Objectives of the study

The study was developed to determine the factors behind job choice among students of business schools in private universities of Bangladesh.

- 1) The first objective of this study to identify the factors that most influence business school students when choosing a job.
- 2) The second objective is to recognize the most promising factors that have a negative relationship with business school students' job choice.
- 3) To recommend specific guidelines for chosen job by students of different business schools.

IV. Rationale for the study

Job or career choice may have greater effect on everyone's whole life especially for business school students. This investigative study hopefully provides valuable information regarding job choice of business school students and it would help them a lot to make right path. This could also assist academics and employers to recognize what actually encourages their job choices. It would desire that students of business school would give appropriate thinking on influential factors in their job choices.

V. Hypotheses of the study

H0: There is no significant relationship between factors behind job choice and job of business school students.

H1: There is a relationship between factors behind job choice and job of business school students.

VI. Research Methodology

This study is a quantitative based study which is set during a survey. To conduct this study both primary and secondary data have been used. The primary data has been collected using a structured questionnaire having 7 featured likert scale on the basis of the objectives of this study. 8 (eight) private universities have been selected for this study purpose and among those private universities final year undergraduate and postgraduate students from business schools or departments have been chosen. Secondary data were collected from available books, journals, publications, research studies and different web sites.

The target population of this study covers students from different private universities of business schools or departments in Bangladesh of different areas of Dhaka city. The sample size is 80 ($n=80$) considering 99% incidence rate and 95% completion rate. The sampling method used in this research was simple random sampling (lottery method) for the selection of universities and students and interviewed to serve this rationale. The collected data have been analyzed using Multiple Regression Analysis, Coefficient Analysis and Frequencies using statistical software SPSS 16.

VII. Analysis and Findings of the Study

This investigative study develops generally eight groups of factors affecting job choice of business school students, namely, company size, company location, flexible work schedule, service growth, company reputation, starting remuneration and benefits, opportunity for international exposure and job security. The study results show that service growth, starting remuneration & benefits, company size, company location, job security, flexible work schedule and company reputation are highly significant factors that affecting job choice of

business school students in private universities of Bangladesh. These seven factors jointly explain 73.7% of the total variation of the model. More addition of independent variables will have less impact on adjusted R square which is explained by 70.8%. The multiple coefficient of correlation ($R=0.859$) specifies that variables selected are highly correlated and this present the model a good fit. On the other hand, opportunity for international exposure is exceedingly insignificant factor affecting job choice of business school students in private universities of Bangladesh. [Table 1 and 1(a)]

Table 1: Relationship between factors behind job choice and service of business school students

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.737	.708	.103

a. Predictors: (Constant), Job Security, Company Reputation, Starting Remuneration and Benefits, Flexible Work Schedule, Opportunity for International Exposure, Company Size, Service Growth, Company Location

**Table 1(a): Coefficient Analysis
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.278	1.117		-2.933	.005
	Company Size	.405	.140	.237	2.900	.005
	Company Location	.174	.069	.241	2.511	.014
	Flexible Work Schedule	.117	.060	.134	1.931	.057
	Service Growth	.307	.087	.307	3.531	.001
	Company Reputation	.019	.012	.102	1.624	.109
	Starting Remuneration and Benefits	.316	.103	.260	3.063	.003
	Opportunity for International Exposure	-.022	.037	-.042	-.588	.558
	Job Security	.155	.069	.177	2.240	.028

a. Dependent Variable: Job Choice

VIII. Conclusion

There are various ways to present their choice against different jobs. Basically, it is their own freedom to take the decision on the basis of their chosen factors which significantly affects their job choice and this study analyzed the proper evidence for the hypothesis that there is a strong relationship between factors behind job choice and job of business school students in private universities of Bangladesh. It is clearly visible from the analysis that majority of the business school students gave a more strong response to the factors such as service growth, starting remuneration & benefits, company size, company location, job security, flexible work schedule, company reputation are affects their job choice. Although some of them think that these chosen factors help them to take the right decision regarding job choice which will ultimately lead to remarkable performance at their workplaces.

IX. Recommendations

Students they can keep themselves from a lot of problems when they get good guidance and advice. Academic counsellors play a major role to help them make a right decision to smooth their future path. In the light of the findings of this study, some measures are given below for business school students:

- Teachers and parents should take necessary steps to organize different discussing sessions with students to identify their preferred area of interest.
- University authority should organize different career counseling workshops for students to help them understand of their future job field.
- Students should involve themselves with practical fields of business from the very beginning of their academic career.
- Allowed to make students accountable choices on their new intellects and career goals.
- Students should be set for realizing their possibilities through pursuit of their career aspirations.

X. References

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Appendix

Statistics

		Gender of Students	Degree	Age
N	Valid	80	80	80
	Missing	0	0	0

Gender of Students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male Students	47	58.8	58.8	58.8
	Female Students	33	41.2	41.2	100.0
	Total	80	100.0	100.0	

Degree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BBA	63	78.8	78.8	78.8
	MBA	17	21.2	21.2	100.0
	Total	80	100.0	100.0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	75	93.8	93.8	93.8
	31-40	5	6.2	6.2	100.0
	Total	80	100.0	100.0	