

An Empirical Analysis of Factors Affecting on Perceived Career Choice of Accounting Undergraduates in Sri Lankan State Universities

Nimsara, P.S.S.¹ and Gunasekara, U.L.T.P.²

¹nimsarasonali1999@gmail.com; ²thamarag@kln.ac.lk

Abstract

This research study mainly focuses on the factors affecting the perceived future career choice of accountancy undergraduates in Sri Lankan state Universities. Pursuing a career is one of the most difficult obstacles that university students face after graduating from their studies. To achieve these goals, students must analyze a variety of criteria and consider decision-making actions in the face of pressure from unique parties. The main objective of this study was to identify the factors affecting the perceived future career choice of accountancy undergraduates of Sri Lankan universities. In a way, the present study is initiated on factors affecting on perceived future choice of accountancy undergraduates in Sri Lankan state universities with a sample of 405 respondents who are following the accountancy degree in the state universities. There are 15 state universities in Sri Lanka. The researcher has issued structure-based questionnaires to collect the data from respondents. Eight components have been used to measure the affecting factors. Recommendation of the teachers, recommendation of the friends, parental pressure, high earning potential, reputation of the company, previous work experience, high status of jobs, and years of formal education required. The study's conclusion findings demonstrate that high earning potential, corporate reputation, and job status were major factors influencing perceived future career choice. Further investigation indicated that the influence of teacher, friend, Parent pressure, previous work experience, and years of formal education required differed greatly. It was mentioned that people in professions and personalities who are role models of their careers as per the overall objectives of the students have a significant impact on the student's career decisions.

Keywords: Perceived Future Career Choice, Career Drivers, Factors, Undergraduates